



# City of Knoxville Banner Permit Application

Office of Special Events: (865) 215-4248 • Fax: (865) 215-4298  
e-mail: Efrank@cityofknoxville.org  
City County Building • P.O. Box 1631 Suite 578 • Knoxville, TN 37901

Purpose/Event: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Please provide a brief description of the number, type and location of banners requested: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please attach a depiction of the requested banner design for approval, including any and all images and text.

Requested Installation Date: \_\_\_\_\_ Dismantle Date: \_\_\_\_\_

### Location Requested:

#### Pole Banners:

- Church Street from Gay Street to State Street – 4 Banners
- Church Street from Market Street to Gay Street – 3 Banners
- Clinch Avenue from Market Street to Henley Street – 7 Banners
- Gay Street from Church Street to Summit Hill – 56 Banners
- Gay Street from Summit Hill to Magnolia – 17 Banners
- Henley Street Bridge from Hill Avenue to Blount (both sides of bridge) – 42 Banners
- Western Avenue Viaduct from Dale Street to Henley Street – 25 Banners

#### Market Square Banners:

- Market Square Stage – 1 Banner across Stage
- Market Square Stage Columns – 2 Banners
- Market Square Mall Poles – 20 Banners

#### Street Banners:

- Fountain City Park
- Old City – across Central Ave.

#### Other:

\_\_\_\_\_

I hereby make application for a banner permit in accordance with the City of Knoxville Banner Policy. My signature below indicates that I have read and fully understand the City of Knoxville Banner Policy and agree to install the banner(s) requested in full accordance with the rules set forth in the City of Knoxville Banner Policy.

\_\_\_\_\_  
Applicant

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## **Banner Policy Highlights:**

- Banner space must be reserved through the City of Knoxville Office of Special Events.
- All final banner designs must be approved by the Office of Special Events. The City of Knoxville must receive all banners 30 days before installation date.
- A \$50.00 non-refundable application processing fee is due at the time of the application. In addition, an installation and removal fee of \$25.00 per crewmember is required in advance.

### **Banner Dimensions:**

**Pole Banner:** Exact sizing is required for pole banners, 2' x 6' – 13oz. vinyl two color screen-printed banners. Finished with pole hem top and bottom (to accommodate a 2<sup>5</sup>/<sub>8</sub>" pole) and webbed on all sides. Wind scallops as needed. Double sided on a stock solid color background. Installation by City of Knoxville Traffic Engineering is \$25.00 per crewmember per hour.

**Street Banner:** Maximum banner size is 30' x 4'. Banner top does not require rope but requires grommets every 2'. Banner bottom requires ¼" diameter rope. This rope can be sewn in or installed by using grommets. Bottom requires 10' minimum of rope be left at each end. Installation by City of Knoxville Traffic Engineering is \$200.00 per banner.

### **Market Square Stage Banner:**

This banner will hang **over** the stage, size needs to be: width: 5'; length 32'; with grommets spaced 16" apart to provide secure installation. Installation by City of Knoxville Public Service is \$100.00 per banner. Banners must have wind scallops. Only one banner may hang over the Market Square Stage at a time.

### **Market Square Column Banners:**

These banners will hang on the two front columns of Market Square Stage. Banner size needs to width 5'; length 8'. Installation by City of Knoxville Public Service is \$100.00 per banner. Banners must have wind scallops.

**SEE CITY OF KNOXVILLE BANNER POLICY FOR FULL DETAILS**

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## **City of Knoxville Banner Policy**

The purpose of the City of Knoxville Banner Policy is to allow the placement of banners on select street poles owned by the City of Knoxville (the “City”)<sup>1</sup>. The purpose of the banner program is to add vibrancy and color to the City’s streetscape while promoting special events, community identity, and other cultural or recreational activities of benefit to the City. Banners are not to be used for commercial advertising, display of personal messages, promotion of a commercial or profit enterprise, or to advertise or promote political candidates, parties or issues, as the City does not wish to create a public forum for the expression of ideas or opinions and wishes to avoid the controversies and disruptions that such could cause. The City reserves the right to determine whether a banner is eligible for placement on a City street pole under this Policy.

### **Eligible Participants**

The City will accept applications for a permit to display street banners only from non-profit organizations, community organizations, city and county government, the state of Tennessee, or from other governmental entities. Banners may be obtained only for: (1) special events, cultural activities, or recreational activities for which a permit is required and has been obtained from the City of Knoxville Office of Special Events; (2) special events, cultural activities or recreational activities sponsored by a governmental entity; (3) to identify a neighborhood or community; or (4) to identify cultural or recreational attractions located on public property. The City of Knoxville may pre-empt use of the poles for a City banner at any time.

**Banners are not to be used for commercial advertising, display of personal messages, promotion of a commercial or profit enterprise, or to advertise or promote political candidates, parties or issues.** Advertising of a specific product shall not be placed on banners. However, the name or logo of a business or corporation sponsoring the event may be included on a banner provided that such name or logo is no larger than ¼ of the total banner size and provided that the term “Presented by” or “Sponsored by” is included with the sponsor name or logo. No phone numbers will be allowed on any banner. Website addresses providing information about a special event may be allowed if such website address is no larger than ¼ of the total banner size. No other e-mail addresses shall be allowed. All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the event. Banners can include text for dates, activities, logos, and/or title of the event.

### **Application and Approval Process**

The application for a banner permit must be submitted to the Office of Special Events at least thirty (30) days prior to the proposed date for installation of the banner(s). A \$50.00 non-refundable application processing fee is due at the time of the application. The required fee must be paid before the banner will be installed by the City.

As part of the application, the applicant shall provide information about the banner(s) proposed to be placed on City property, including the type of event or activity to be promoted, size, location, total number of street poles proposed to be used, graphic design, and sponsor identification.

Before installation, the City of Knoxville Office of Special Events shall review and approve banner text, design, materials and colors. Following a preliminary review of the application, the Office of Special Events shall notify the applicant if there are any required revisions to the banner design, or scheduling or location conflicts. The banner request information will then be distributed to relevant departments for review and comment. A banner permit will be issued once the banner design and its placement has been approved.

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<sup>1</sup> The City of Knoxville Code of Ordinances, Appendix B, Article V, Section 10(A)(14) provides that “No sign shall be placed in any public right-of-way except publicly owned signs, directional signs, and those signs approved by the city engineer.”

An application shall not be accepted more than one year in advance. Reservations begin at the start of the calendar year on a first-come-first-served basis.

### **Installation and Removal**

Street banners must be installed and removed by the City. An installation and removal fee of \$25.00 per crewmember per hour is required to be paid in advance.

### **Street Banner and Hardware Standards**

Street banners must be constructed of a material that can withstand the normal and reasonably expected forces of nature for the period of time they are displayed. Street banners must meet the dimensional standards necessary to fit any existing banner brackets located on street poles. For street poles not containing existing brackets, banners must not exceed an overall length of ninety-six inches (96") and a width of thirty inches (30"). Any hardware installed on street poles to hold banners must be approved in advance by the City Traffic Engineer or designee. All street banners and hardware shall be installed such that the top of the street banner is at least eighteen feet (18') above the ground. If a street banner hangs over the traffic way, the top of the banner must be at least twenty-two feet (22') above the ground.

### **Duration of Display**

Street banners may be permitted to remain in place for the following time periods:

- Street banners promoting a special event or other cultural or recreational activities: Permitted to be in place for a period of at least seven (7) days but not more than thirty (30) days.
- Street banners promoting community or neighborhood identity: permitted to be in place for a period of up to one (1) year, unless extended for an additional time period upon prior written approval of the City, subject to durability of banner materials. The City may require that such street banners be removed if torn, damaged, faded or otherwise not maintained in compliance with this policy.
- Street banners identifying cultural or recreational attractions located on public property: permitted to be in place for a period of up to one (1) year, or for the term of any applicable lease to use the public property where attraction is located. The City may require that such street banners be removed if torn, damaged, faded or otherwise not maintained in compliance with this policy.

The City may consider extensions of the time periods set forth above if no other eligible applicants have requested the use of the street poles.

### **Insurance**

The applicant shall maintain occurrence version commercial general insurance with companies acceptable to the City of Knoxville for injuries to persons or damages to property which may arise from or in connection with the use of City property with a limit of not less than \$1,000,000.00 each occurrence for bodily injury, personal injury, and property damage. This insurance shall contain or be endorsed to contain a provision that includes the City, its officials, officers, and employees as insured with respect to the use of City property. The coverage shall contain no special limitations on the scope of its protection afforded to the above listed insured. For any claims related to the use of City property by the applicant, the organization's insurance coverage shall be primary insurance as respects the City, its officers, officials, and employees. Any insurance or self-insurance programs covering the City, its officials, officers, and employees shall be in excess of the organization's insurance and shall not contribute with it. Prior to the event, evidence of the above insurance shall be provided to

the City on a standard ACORD form 25-S, providing not less than 30 days' notice of cancellation or material alteration.

### **Banner Specifications and Procedures**

- All banners must be two-sided, with text and/or graphics appearing on both sides.
- Unauthorized banners will be removed immediately upon notice by the Office of Special Events, and the costs of removal shall be charged to the banner owner, or other party installing or causing the installation of such unauthorized banner(s).
- Applicant will be charged for any and all damage incurred as a result of making attachments to City property. The City will not be responsible for any damage to applicant's attachments or banners as a result of maintenance operations or for damage resulting from any other cause.
- Banners that are torn, damaged, or faded shall be removed immediately following the notification to the applicant by the City of such a condition. The owners of the banners will be notified as soon as practical following any removal by the City.
- The City of Knoxville will not be responsible for any damages sustained to the banner(s) due to acts of nature or any other cause.