



Banner Program Permit Application

This form must be printed out. Type or print clearly. Email, mail, or fax to:

New York City Department of Transportation

Banner Program
55 Water Street, 9th Floor
New York, NY 10041
Telephone: 212-839-6633 Main Office: 212-839-6620 Fax: 212-839-4254
Email: nycdotbannerunit@dot.nyc.gov

1. Applicant Information

Name of Organization:
Address:
Phone Number: Fax Number:
Director Name:
Contact Person:
Email:

2. Banner Permit Information

Permit Type: New Renewal
Borough: Manhattan Brooklyn Bronx Queens Staten Island

\*New campaigns must be submitted at least 45 days prior to the intended start date, unless otherwise authorized by the department.
\*Renewals must be submitted at least 14 days prior to the current permit ending, unless otherwise authorized by the department.

The banner(s) will be displayed for (explain purpose of banner):

Time period requested, please give specific dates:
From: To:

Number of banners:

The location of the banner(s): List below and attach a separate list or map if more space is needed.

Name of licensed rigger that will be used to install and remove banner(s):

Creative/Graphic is attached: YES NO

Current Certificate of Insurance attached: YES NO

### 3. Permit Stipulations

- All banner permits are subject to Title 34, Section 2-14(b) of the Rules of the City of New York.
- The banner(s) shall not be attached to any traffic signal posts containing an electrical traffic control device.
- The banner(s) shall not be installed so as to obstruct the visibility of signs or signals that may be attached to other lampposts.
- Drilling of lampposts or welding of bracket supports is not permitted.
- All mounting hardware must be of a corrosion resistant material. Bracket arms must be of fiberglass material.
- The banner(s) shall not be installed on lampposts designated as landmarks by the Landmarks Preservation Commission. Banners shall not be placed on ornamental lampposts without meeting specific requirements, such as providing special protection.
- Banners shall not be attached to any DOT bridges, tunnels or bridge structures.
- Banner(s) shall not exceed the dimensions of 3' in width and 8' in length. They must be vertical. Horizontal banners, including banners hung across a street are not permitted. They must have 6 slits to allow air passage.
- The banner(s) shall not create a hazard to pedestrians or to vehicular traffic. The low point of the banner must be at least 18' above the roadway.
- Double banners (2 banners on the same pole) are only permitted if they collectively do not exceed 24 square feet. If there is already a banner belonging to another permittee present on a pole, you may not attach your banner to that pole.
- Banners shall contain no advertisements. The trade name(s) or logo(s) of the sponsor(s) of the event may be placed on the banner but shall occupy no more than 10% of the banner in total. Corporate sponsor's trade name(s) or logo(s) shall be located on the lower portion of the banner. Alcohol-related or tobacco-related sponsors will not be allowed on banners.
- Permittee is responsible for inspecting banners and poles and replacing and/or removing banners that are torn, defaced or in general disrepair, including rigging. The installation, maintenance and removal of the banner(s) and the mounting equipment shall be performed at no expense to the City of New York.
- Permittee shall obtain and maintain Commercial General Liability insurance providing coverage of at least \$1,000,000 combined single limit per occurrence and provide that the City and its officials and employees are Additional Insureds with coverage at least as broad as set forth in ISO Form CG 2026 (11/85 ed.) during the time the banner(s) are attached to and removed from the lampposts.
- A graphic of the proposed banner, exactly as it will be produced, must be submitted with this application. All banners produced and installed under this permit must be the DOT-approved banner and may not deviate from this design.
- If any of the above stipulations are not followed, including the prompt removal of the banners, permittee understands that it may be subject to a fine and permit revocation.

If approved, the applicant must submit proof of insurance. No banners shall be installed unless a permit application is approved.

Your signature below and its submission to the New York City Department of Transportation Banner Program will constitute your agreement to the above.

\_\_\_\_\_  
Applicant Authorized Signature

\_\_\_\_\_  
Date

### 4. For DOT Authorized Personnel Use Only

- Permit Application Approved
- Permit Application Denied

DOT grants the above referenced applicant permission to install \_\_\_\_\_ number of banners at the locations listed above, commencing on \_\_\_\_\_ and ending \_\_\_\_\_

\_\_\_\_\_  
DOT Authorized Signature

\_\_\_\_\_  
Date



## Transportation

Dear Banner Applicants:

The NYCDOT Banner Program is in the course of developing a more streamlined Permit Application submission and approval process that will be more effective and efficient.

Beginning on May 19, 2014, it will be required to submit a complete package that consists of the following documents:

### Graphic(s):

All new banner campaigns should have the intended banner(s) design attached for approval. Banner campaign renewals should include the original approved banner(s) design. The banner(s) produced and installed should not deviate from the approved design.

### Permit Application:

New and renewal banner permit applications can be obtained by going to <http://www.nyc.gov/html/dot/downloads/pdf/street-banner-permit-application.pdf>

### Map/Location(s):

All maps should include the names of the streets and avenues and outline clearly the desired locations that the applicant wants to install banner campaign. No banner(s) should be installed outside designated area approved or they will be subject to a summons.

### Insurance (Rigger):

Current certificate of insurance policy for no less than one million dollars, holding the City of New York and The New York City Department of Transportation harmless from any and all claims of personal injury or property damages during the time the banner(s) are attached and removed from designated lampposts.



These documents should be submitted to the following email address [NYCDOTBannerunit@dot.nyc.gov](mailto:NYCDOTBannerunit@dot.nyc.gov). If you cannot email your package, please fax it to: 212-839-4254.

All permit packages must be submitted 45 days prior to any new banner campaign installation for approval, 14 days prior for renewal to the current permit ending. All packages and information needs to be accurate and submitted in the above timeframe specified. If the accuracy of the information and timeframe is not adhered to it could delay approval and result in the complete denial of submitted application/campaign.

This timeline affords the Banner Program the time that it needs to properly review the documents and generate an approval and permit.

If you have any questions please contact the Office of Special Events/Banner Unit at:

Phone: 212-839-6633, 212-839-6641 Email: [NYCDOTBannerunit@dot.nyc.gov](mailto:NYCDOTBannerunit@dot.nyc.gov)

Thank you in advance for your cooperation.

A handwritten signature in black ink, appearing to read "Brenda Rivera".

**Brenda Rivera**  
**Assistant Commissioner**  
**May 19, 2014**