

CITY OF PHILADELPHIA BANNER PERMIT



Pole Type:	City of Philadelphia Street Light Poles Only
Application Fee:	No fee required
Effective Dates:	All-Seasons Permitted – Valid for One Year Renewal must be applied no less than ten (10) days before the active permit expires.
City Code/Legal Reference:	Philadelphia Code 14-1901(1)(a); Chapter 4 Regulation Managing Use and/or Closure of the Right of Way

Procedural Guideline

- Approval must be granted for banner installation within the City of Philadelphia. This application is required for all poles in the ROW regardless of ownership.
 - Provide photographs of poles where proposed banners are to be installed to Street.Lighting@phila.gov prior to formal submission for a prerequisite review.
- The applicant must get approval from:
 - The Philadelphia Art Commission on banner design. A .pdf emailed letter requesting permission to display banners should be sent to the Philadelphia Art Commission - 1515 Arch Street, 13th Floor, Philadelphia, PA 19102, Email: artcommission@phila.gov
 - Streets Department or the Fairmount Park Commission, depending on the banner's location.
 - For all poles owned by others (i.e. Verizon, PECO, SEPTA, PennDOT etc.), in addition to this application, a letter/email from the pole owner is required.*
- Please refer to the corresponding maps to confirm the District location of the proposed banner installation, a copy of the District's approval shall be submitted with application.

District Location	Organization	Address	Phone
Center City	Center City District	100 S Broad St Suite 1N, Philadelphia, PA 19110	(215) 440-5500
Broad Street (South Penn Square – Washington Ave.)	Avenue of the Arts, Inc.	123 S. Broad Street, Suite 2035, Philadelphia, PA 19107	(215) 834-1976
University City	University City District	3940 Chestnut Street, Philadelphia, PA 19104	(215) 243-0555
Old City	Old City District	231 Market Street, Philadelphia, PA 19106	(215) 592-7929
South Street	South Street Headhouse District	407 South Street, Philadelphia, PA 19147	(215) 413-3713
All Other Areas of Philadelphia	Right of Way Unit, Department of Streets	1401 JFK Boulevard, Suite 960, Philadelphia, PA 19102-1676	(215) 686-5503

Streets and Fairmount Park Jurisdictions Submission Requirements:

To install banners on street light poles within the City of Philadelphia, including those under the Streets Department and Fairmount Park Commission jurisdictions, applicants must provide the following:

- The applicant shall be responsible for maintaining all banners in safe and secure manner for the full duration of the permit.
- You must submit a **Street Closure Application** to request temporary sidewalk or street access for the banner installation.
- This application is required even for short-term closures related to banner mounting.
- A Banner Permit is required and is valid for **one (1) year** from the date of issuance.
- The banner must comply with design, size, and installation standards based on the specific district location (see Banner Requirements section).
- Banners must be removed within **five (5) days** after the permit expires or the event ends.
- To renew an existing banner permit, contact the Right of Way (ROW) Unit at least **ten (10) business days** before the current permit expires.
- Renewals are not automatic; you must submit a request and ensure your banners still comply with all regulations.
- For assistance or to submit documents, contact: Department of Streets – Right of Way (ROW) Unit, Email: streetclosure@phila.gov, call 215-686-5503 for general inquiries.

Banner Requirements on Philadelphia Street Light Poles

If this is a non-city owned street light pole, please contact the respective agency prior to submitting the application. Affix the banners to the street light poles in the following manner:

- Top of banner shall have a solid bracket and pole/arm attached to an aluminum or fiberglass street light pole only.
- Bottom part of the banner shall be attached with a solid bracket with tether.
- All brackets must have a rubber grommet between the bracket and pole.
- Only one (1) banner can be fastened to each street light pole.
- Maximum banner size permitted for **30ft** street light poles only.
 - Center City, Old City, South Street, Fairmount Park: 4' wide x 9' length
 - University City: 4' wide x 8' length
 - All Other Areas: 4' wide x 6' length
- If a banner hangs above the street, it must be at least fifteen feet (15') above the ground.
- If a banner hangs above the sidewalk, it must be at least eight feet (8') above the ground.
- No banner will be permitted to be fastened to a street light pole that has a traffic signal attached.
- No banner will be permitted to be fastened to poles containing Distributed Antenna System (DAS) equipment.
- No banner will be permitted to span a City street.
- Removal of all banners must be within **five (5) days** of the expiration date of this permit, and the street light poles left in a clean & safe condition.

Art Commission Submission Requirements

Cover Letter to include:

- Owner of proposed banners, and if different, the owner of the street poles or buildings on which the banners are proposed to be installed.
- Brief description of banner proposal, including: the purpose of the banners; the total number of banners; whether the banners are new or replacing existing banners; how the banners will be installed; and if more

than one banner design is included in the application, how many banners of each design are proposed.

- Review status and a summary of any other approvals required by other agencies.
- Timeline, the expected date of the banner installation and the duration the banners will be displayed.
- Contact Information, the name, mailing address, and email address of the primary contact person for the project regarding the Art Commission application.

Include the following with the cover letter:

- Images(s) of all proposed banner graphics, drawn to scale, with dimensions, materials, and colors clearly shown, and fonts, and logos, accurately portrayed, showing exactly how the banner, or series of banners, will look.
- Identification of banner locations, including the specific blocks of the streets on which the banners will be installed, and the number of banners to be installed on each street, as shown on an aerial map, in a table, or described in writing.
- Liability, the applicant will be responsible for all injuries to persons and/or damage to property that may occur while placing, or in place or removal of all banners and to hold the City of Philadelphia harmless in the event of an accident or mishap.



CITY OF PHILADELPHIA

Banner Application

Department Of Streets
Right-Of-Way Unit
960 Municipal Services Building
1401 John F. Kennedy Boulevard
Philadelphia, PA 19102-1685
Kristin Del Rossi
Streets Commissioner

Contact Person's Name: _____ Date: _____

Company's Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ Email: _____

Proposed Start Date: _____ Proposed End Date: _____

Contractor Installer: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ Email: _____

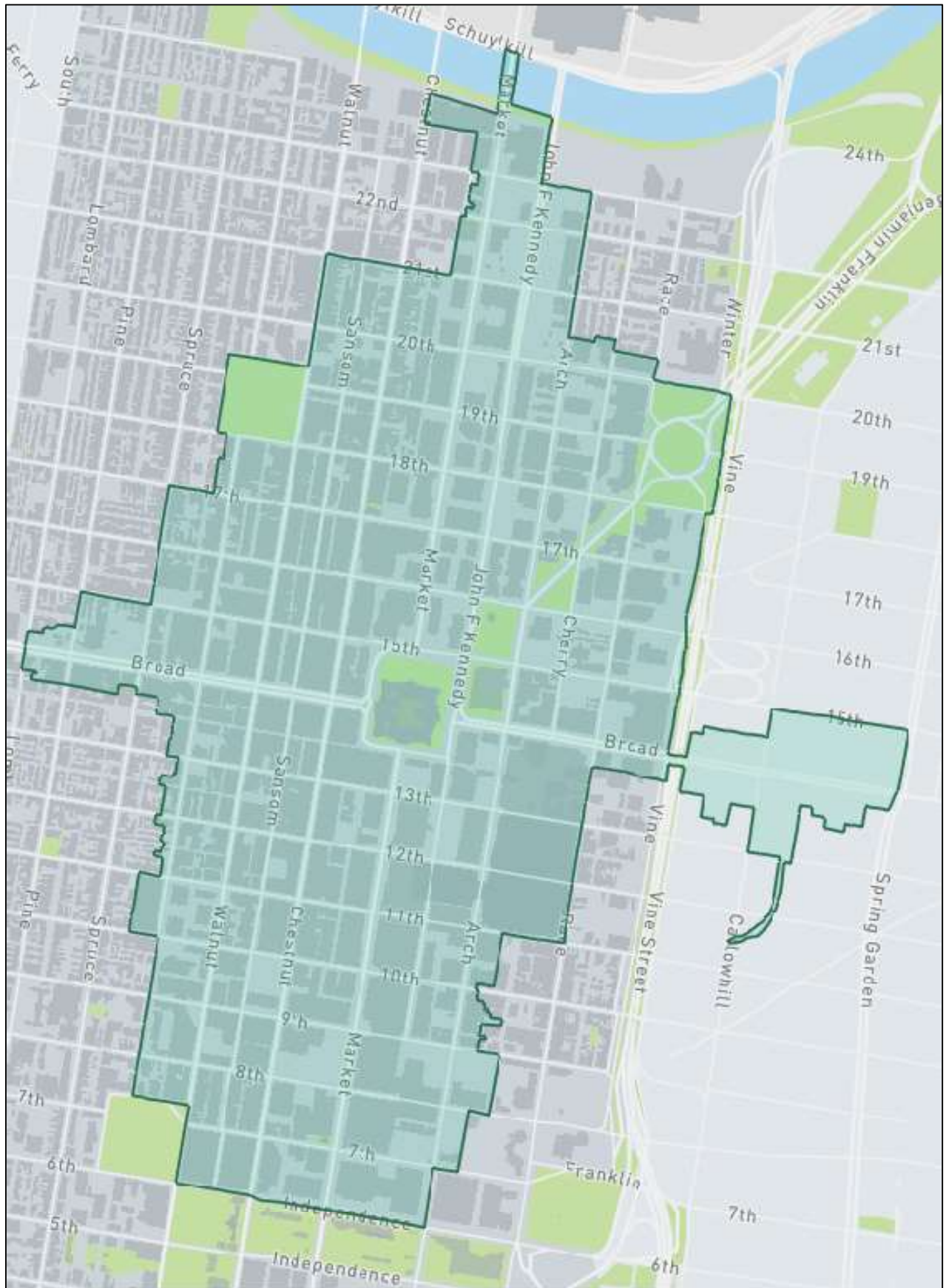
To furnish and place:

_____ Banners _____
(written number amount) (number amount) (length times width of banner)

On Street	From Street	To Street	Please circle which side of the street the banner(s) is/are on			
			North	South	East	West
			North	South	East	West
			North	South	East	West
			North	South	East	West
			North	South	East	West
			North	South	East	West
			North	South	East	West
			North	South	East	West
			North	South	East	West
			North	South	East	West

- **NO BANNER WILL BE PERMITTED TO SPAN A CITY STREET.**

Center City District Boundaries

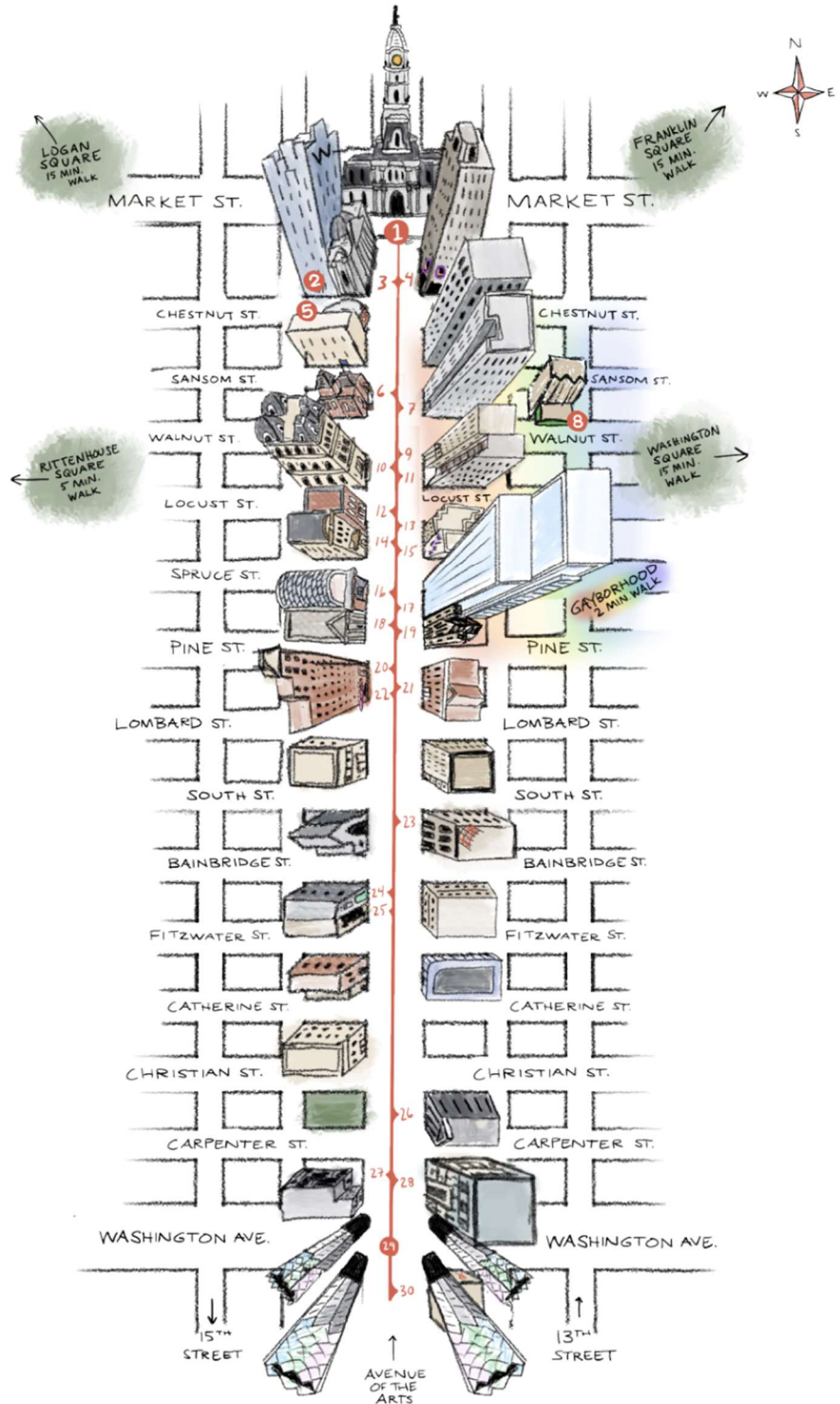


Avenue of the Arts, Inc. Boundaries

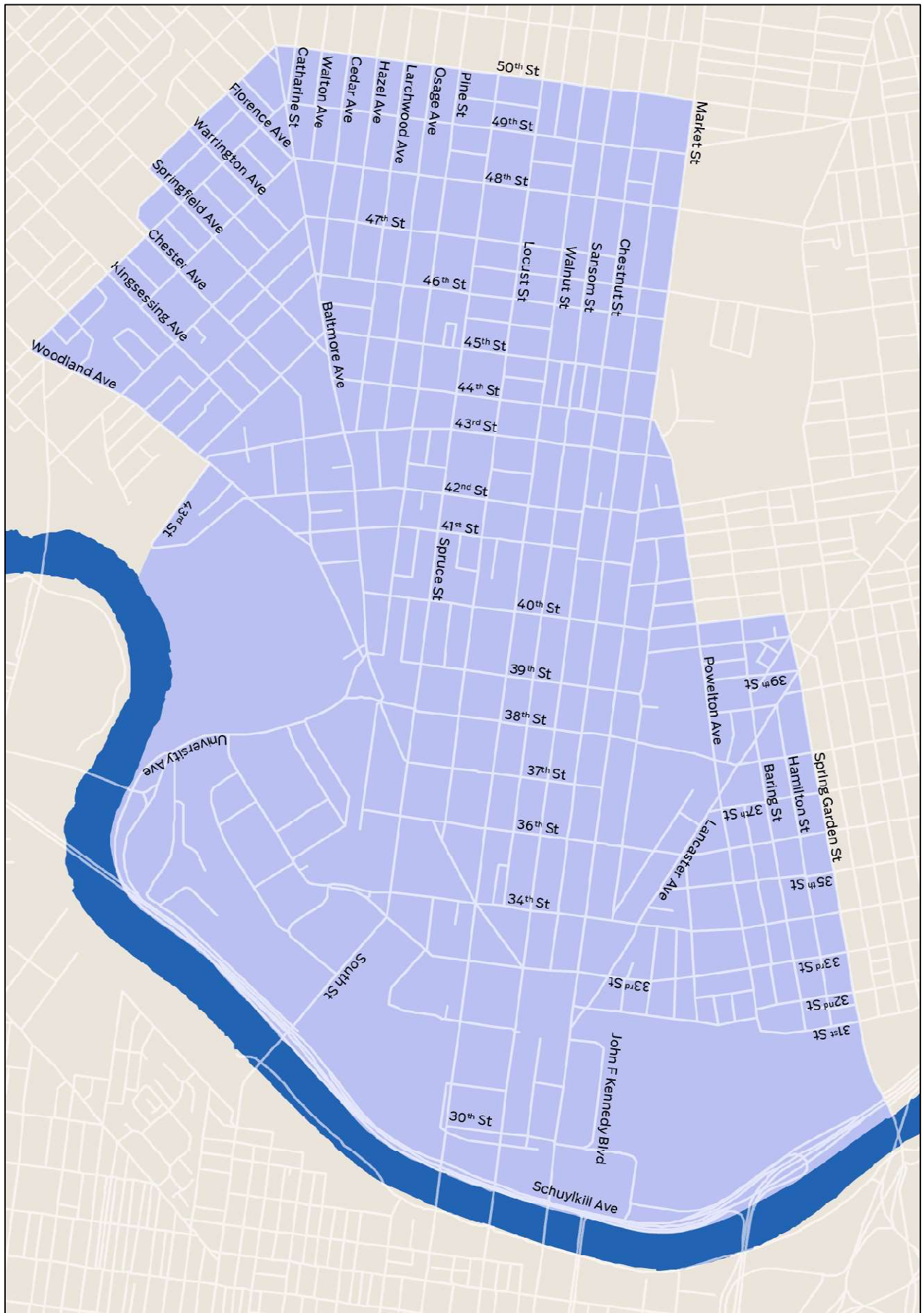
AVE ARTS

AVENUE OF THE ARTS, INC.

1. CITY HALL
2. ELEMENT & W HOTELS
3. THE RITZ-CARLTON
4. INSOMNIA COOKIES HQ
5. PHILADELPHIA FILM CENTER
6. THE UNION LEAGUE
7. AVENUE OF THE ARTS, INC.
8. HOLIDAY INN EXPRESS MIDTOWN
9. FORMER UARTS
10. THE BELLEVUE HOTEL
11. CAMBRIA HOTEL
12. ACADEMY OF MUSIC
13. DOUBLETREE HOTEL
14. MILLER THEATER
15. WILMA THEATER
16. KIMMEL CENTER
17. ARTHAUS CONDOMINIUM
18. FORMER UARTS
19. BROAD STREET LOVE
20. SYMPHONY HOUSE
21. FORMER UARTS
22. SUZANNE ROBERTS THEATRE
23. FORMER UARTS
24. BRANDYWINE WORKSHOP
& ARCHIVES
25. CLEF CLUB
26. HIGH SCHOOL FOR CREATIVE
& PERFORMING ARTS
27. LINCOLN SQUARE
28. ONE THOUSAND ONE
29. PHILADELPHIA BEACONS
30. ROCK SCHOOL



University City District Boundaries



Old City District Boundaries



South Street Headhouse District Boundaries

