



Application for Urban Design Committee Review

Department of Planning and Development Review
Planning & Preservation Division
900 E. Broad Street, Room 510
Richmond, Virginia 23219 | (804) 646-6335
www.rva.gov/planning-development-review/urban-design-committee



BANNER DESIGN REVIEW

- Banners may be installed only on city owned utility poles.
- Approval by the department of public works to install any banners is required.

I. Application Information

Submission Date: _____

A. Banner Quantity/Location/Installation

Total Quantity: _____ Quantity per pole: _____

Location (City Blocks): _____

Installation Date: _____ Removal Date: _____

Secured by Top and Bottom Brackets: YES NO

B. Banner Description

Size: _____ Shape: _____

Material: _____ Wind Relief Cuts: YES NO

Colors: _____

Message Content (copy and symbols): _____

Copy Area (Percentage of Total Banner Size): _____

II. Applicant Information

Organization/Agency: _____

Sponsoring Organization: _____

Organization Staff: _____

Phone: _____ Email: _____

OFFICE USE ONLY

Staff Action: _____

Processing Date: _____

Message Content (copy and symbols): _____

Signed, UDC Secretary: _____



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BANNER DESIGN CRITERIA

Adopted July 8, 1991

1.0 Philosophy/Intent

The Urban Design Committee, at the request of the City Administration, is the review agency for all banners proposed to be erected in the public rights-of-way. The purpose of the City's Banner Program is to enhance the visual and aesthetic character of the City. Advertising of for-profit commercial operations, political statements, and personal messages will not be considered as acceptable proposals. Each proposal will be reviewed on its own merit.

2.0 Location

Banners will only be allowed in commercial areas (zoned Business or Coliseum Mall) and only within City rights-of-way. Banners located on private property are not subject to review by the Urban Design Committee, unless such banners encroach into the public right-of-way. Banners will be allowed on City-owned utility poles, only after it is determined that emergency access, overhead wires, sight lines, traffic signal conflicts, vehicle clearance, etc. will not be a factor. The Urban Design Committee must also review banners proposed on utility poles that are not owned by the City, if such banners will encroach over the public right-of-way. The Urban Design Committee or its designee must review the proposed banner locations and the number of banners at each location.

3.0 Message/Graphic Content

3.1 - Message - No personal messages, political messages, or any other form of advertisement will be allowed, with the exception of event banners in use no longer than 30 days. Such event banners may list sponsors. The Urban Design Committee or its designee must review the message content of proposed banners.

3.2 - Graphic Content - The Urban Design Committee or its designee must review the character and design suitability of geometry, shape, pattern, color and rhythm. Written messages on banners may not exceed 40% of the surface area of the banner. No arrows or other graphic techniques used to provide direction or "trail blazing" will be allowed.

4.0 Size/Form/Color/Etc.

4.1 - Size - The minimum width of any single banner panel is 10 inches; the maximum width is 2-1/2 feet.

The minimum length of any single banner panel is 3 feet; the maximum length is 10 feet.

The maximum area of a single banner is 25 square feet.

The maximum total area of all banners on a pole is 50 square feet.

In the Downtown area, 30 inch by 96 inch banners are recommended. The mounting system is currently set up to receive this banner size.

4.2 - Shape - Rectangular banner shapes are preferred. However, other shapes may be considered, if secure mounting can be provided.

4.3 - Number - No more than two banners are allowed per utility pole. The maximum total area of the banner(s) must comply with 4.1 above.

4.4 - Color - No colors, color combinations or designs are expressly prohibited. Each proposal will be reviewed on its own merit.

4.5 - Wind - All banners must have wind relief cuts or feature similar techniques to minimize flapping, waving, and other wind load induced stresses.

(continued on the next page)



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BANNER DESIGN REVIEW CRITERIA (continued)

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5.0 Material/Maintenance/Duration

5.1 - Materials - No materials are expressly prohibited. Each proposal will be reviewed on its own merit.

5.2 - Maintenance - All banners must be maintained in an acceptable manner, regarding mounting height and security, orientation, plumb, rigidity, etc. The City shall have the right, at any time, to remove and dispose of any banner that becomes damaged, torn, stained, discolored, faded or otherwise in such condition that the intent of the Banner Program is not being served.

5.3 - Duration - Each banner installation request must specify both installation and removal dates. No banner may remain in the same location for more than 12 consecutive months.

5.4 - Enforcement - The City shall have the right to remove any unapproved banners or any banners in violation of 5.3 above.

6.0 Material/Maintenance/Duration

6.1 - Height

The lowest point of any banner or mounting hardware must not be less than 12 feet above ground level.

6.2 - System Design

At a minimum, the proposed mounting system must include a double rod bracket securing the proposed banner at the top and bottom. The mounting system must be safe for the public, must be removable from the utility pole with normal hand tools, and must in no way weaken or alter the physical characteristics of the utility pole. The Department of Public Utilities will determine compliance with this section.

7.0 Liability

The above is intended to provide guidance to those involved in the Urban Design Committee's banner program approval process. Nothing herein implies or expressly states that a particular approved design meets the applicable life/safety codes and/or engineering practices.

For further information or assistance with any of the above items, please contact the Planning and Preservation Division, at (804) 646-6335.