

Calgary



Banner Over Roadway Permit Guidelines

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1.0 Introduction

Permits are required to install promotional banners on City owned overpasses. The City will only grant permits for banners promoting non-profit, charitable or public events. All banners on City owned overpasses or street light poles must follow the [PDF Temporary Signs Bylaw 29M97](#).

A banner can be displayed for up to two weeks. All banner permits are issued from Sunday to Saturday in two week increments. Banners must be removed by 5 p.m. on the last Saturday of the permit.

2.0 Application procedure

Applications must be submitted a maximum of four months to a minimum of four weeks prior to the desired installation date.

The application must include:

- A certificate of insurance with \$ 2 million in liability insurance and a 30 day cancellation clause, naming the City of Calgary as additional insured for the period that the banners will be displayed.
- A current Government of Alberta Corporation non-profit search document (available from a corporate registry).
- A scaled detailed pdf drawing conforming to the banner design requirements.

Incomplete applications will be declined.

How to apply: Apply through [Roads ePermits](#) using your [City of Calgary myID](#). If you need help or additional explanation when using the ePermits website, please see the [ePermits frequently asked questions](#).

Multiple applications: Multiple applications within a calendar year are based on availability and at the discretion of the Traffic Engineer. Each application must not be closer than three months apart.

3.0 Banner Over Roadway Permit Fees

A non-refundable \$57.20 + GST fee for each confirmed banner location (maximum of 8 locations per application).

Note: Ensure you make payment once you receive your ePay notification. If payment is not received, banner locations are automatically released and a new permit application must be submitted.

4.0 Banner Design Requirements

All banner permit applications must contain a scaled detailed design pdf drawing showing the exact dimensions, artwork, material and fastening method to be used, and wording complete with font size.

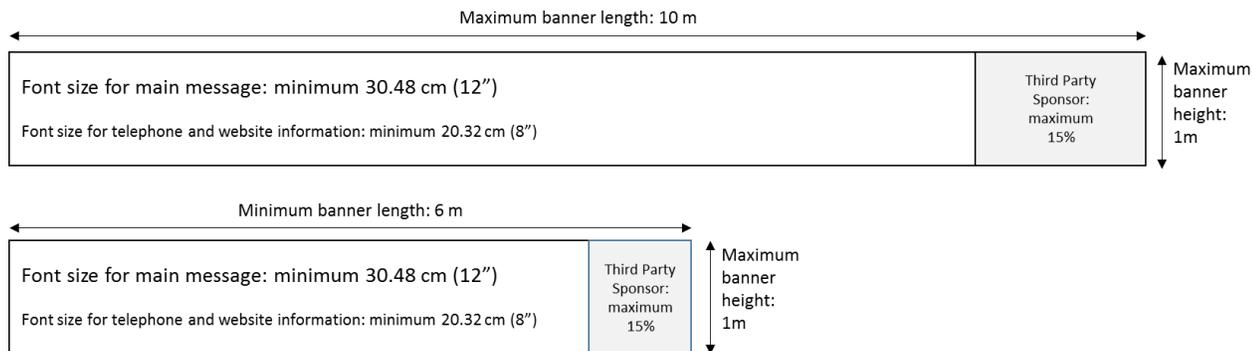
Design Requirements:

Banners are hung over high-speed roadways. This must be taken into consideration with banner design and layout.

1. The permit number must be placed on the lower right hand side of the back of each banner.
2. Banners must be constructed of a recognized banner material that is utilized in the sign industry.
3. Grommets must be at a minimum of 60 cm / 24 inch increments for steel cable. installation and 30 cm / 12 inch increments for cable ties / wrap installation.
4. The banner edge must be hemmed.
5. Wind slits or perforations are required in all banners to reduce wind loading.
6. Background must be in high contrast of the font with minimal design.
7. The font should be bold and of a type utilized in the sign industry, shadowing or other enhancement of the font is not permitted.
8. Decorative or Script type fonts are not recommended.
9. The use of photo images in banner design is not recommended.

Banner size specifications:

- Maximum banner height of 1 m
- Maximum banner length of 10 m, minimum banner length of 6 m
- A maximum of 15% of the front of the banner may be used by a third party sponsor.
- Minimum font size: 12" for main message and 8" for website and phone number.



5.0 Banner Installation Requirements

Banner installation

- All banners must be installed by a minimum of two adults.
- Installers cannot park or stop vehicles on structures to hang the banners.
- All tools being used to hang banners **must** be secured to the installer with a safety cord, no exceptions.

Securing the banner:

The banner should be secured with plastic coated steel cable. The cable must be wrapped around the overpass railing one time between each grommet for the full length of the banner both top and bottom.

- The cable must be fastened with cable clamps or other recognized cable fastening devices at each end of the banner.
- Cable must be a minimum 1/8 inch plastic coated steel cable, minimum suggested length is 4m to 5m longer than the banner.
- Temporary use of tie wraps is suggested to hold the banner in place while installing the cable.

Under certain circumstances and with permission (granted on the permit), you may use tie wraps to secure the banner:

- 1) Cable on top and tie wraps on the bottom is permitted only if the tie wraps are recognized under a Building Code.
- 2) Tie wraps on top and bottom are only permitted if the banner has grommets every 12 inches or 30 cm.

Approved tie wraps:

- 1) Must be black in color.
- 2) Must have a minimum width of 7.94 mm or 5/16"
- 3) Must be recognized for cold weather
- 4) Must wrap completely around the railing. Joining of multiple wraps is not permitted.

Recognized tie wraps can be purchased from industrial suppliers or electrical suppliers, regular grade wraps found in home improvement stores do not have the strength to safely support these banners.

Note: If unrecognized tie wraps are used, the banner will be removed and future participation in the City's banner program may be refused.