

Greenville Utilities Commission

Community Pole Banner Standards



A. Scope

The purpose of this document is to establish the standards, specifications, and procedures for the installation and maintenance of decorative and/or informational banners, by eligible entities (Permittees), upon Greenville Utilities Commission (GUC), of the City of Greenville, North Carolina, owned streetlight/area light poles (Pole) within its service territory. GUC intends to establish these standards to ensure public safety and support the community by facilitating the promotion of community activities, events, and public information.

B. Eligibility

1. Eligible Permittees shall include municipalities, governmental agencies, educational institutions, and other approved non-profit organizations.
2. Banners shall not include any reference and/or imagery related to:
 - a. Commercial/Corporate interest, advertising, solicitation
 - b. Political candidates, campaigns, parties, or political issues.
 - c. Specific religious beliefs, issues, or denominations.
3. For banners including corporate sponsorship logo(s), the logo(s) shall not occupy more than 20% of the overall banner size.
4. GUC pole eligibility will be based on a “first-come first served”. Only one Permittee will be allowed per GUC pole.
5. GUC will have final approval of Permittee eligibility, banner locations, and attachment hardware.

C. Specifications

1. Banners shall only be permitted to attach to GUC owned streetlight poles; or area light poles for which the Permittee has an active area light account.
2. Cross Street or horizontal banners shall not be permitted. Horizontal banners shall be defined as any banner that is attached to two (2) or more GUC Poles or one (1) GUC Pole and any other structure.
3. For poles with cobra head fixtures, the maximum banner size shall not exceed 30” in width by 60” in length (or 1,800 sq inches). For decorative poles with post top lantern fixtures, the maximum banner size shall not exceed 24” in width by 36” in length (or 864 sq inches).
4. Single, double, quad, or other banner designs may be permitted but shall not exceed the aforementioned maximum allowable dimensions.
5. Banners shall be installed on breakaway banner arms or other attachment hardware with wind mitigation features.
6. Banners and attachment hardware shall be installed on GUC poles utilizing metal banding or other approved method. Drilling of GUC poles shall not be permitted.

7. Banners and attachment hardware shall be installed with the following minimum vertical clearances:

	Ground (Pedestrian*)	Ground (Vehicle**)	Luminaire Fixture/Arm	Luminaire Drip Loop	Other Comm. Attachment
Minimum Clearance	9.5'	15.5'	20"	12"	12"

- a) *Spaces and ways not normally subject to vehicular traffic.
- b) **Roads, streets, driveways, parking lots or other areas normally subject to vehicular traffic. Note: if any portion of the banner and/or attachment hardware shall extend into this space then the aforementioned clearance requirement shall apply.

D. Permit Application

1. Permittees shall submit a banner application for approval. [Click here for a copy of the application.](#)
2. The following information shall be included with the application:
 - a) Map indicating proposed banner locations along with GUC pole ids (if available).
 - b) Spreadsheet or other list itemizing the proposed GUC pole ids, banner/attachment types, and proposed installation/removal dates.
 - c) Attachment hardware specifications/data sheet.
 - d) Photo or other imagery depicting the proposed banner design, color, text, dimensions etc.
 - e) Copy of Permittee and Installer certificate of insurance coverage.
 - f) Executed Indemnity agreement.
3. No work shall be performed on GUC Poles without prior application approval.
4. Applications shall be submitted no later than 60 days prior to the requested date of installation.
5. Applications will be reviewed and approved or denied within 30 days of receipt by GUC. Only complete applications will be reviewed.

E. Installation, Maintenance & Removal

1. Permittee and/or its contractors shall be solely responsible for the installation, maintenance, repair, and removal of banners and attachment hardware.

2. Banner installation and associated work shall conform to all applicable laws, standards, codes, etc. including but not limited to:
 - a) Municipal ordinance/code
 - b) National Electric Code (NEC)
 - c) National Electric Safety Code (NESC)
 - d) Occupational Safety and Health Administration (OSHA)
 - e) North Carolina Department of Transportation (NCDOT) Encroachment
 - f) North Carolina Manual on Uniform Traffic Control Devices (MUTCD)
3. Permits for banners promoting general information/messaging shall typically be valid for up to six (6) months. Permittee may apply for Permit extension, up to an additional six (6) months, no later than 30 days prior to the expiration of the original permit. Permit extensions shall be subject to GUC review of banner installations. Banners and attachment hardware shall be removed after twelve (12) months.
4. Permits for banners promoting date specific activities or events shall typically be valid for up to thirty (30) days. Banners shall not be installed more than twenty-five (25) days prior to the event and shall be removed within five (5) days after the event.
5. Permittee and/or its contractors shall be responsible for maintaining banners in a safe and aesthetically appropriate condition.
6. Permittee and/or its contractors shall periodically inspect Banners and address any identified concerns in a timely manner.
7. GUC shall reserve the right to periodically inspect Permittee banners.
8. GUC shall reserve the right to immediately address any issues/remove banners or hardware it determines to present an imminent threat to public safety or GUC's electric system. Permittee shall be financially liable for any cost incurred by GUC.
9. GUC shall notify Permittee in a timely manner of issues requiring remediation.
10. Upon written notification by GUC, Permittee will have thirty (30) days to address any identified issues. Permittee failure to address issues within the identified time period shall result in revocation of banner permit(s) and Permittee eligibility.
11. After thirty (30) days, GUC shall reserve the right to address any identified issues and/or remove banners and attachment hardware. Permittee shall be financially liable for any cost incurred by GUC.
12. Permittee failure to pay any GUC invoice(s), related to banner remediation, within ninety (90) days shall result in revocation of banner permit(s) and Permittee eligibility.