

A GUIDE TO INSTALLING SIGNS & BANNERS

IN THE

CITY OF HIGHLAND PARK



Table of Contents

Community Event Signs.....	2
(St Johns & Laurel and Central & Deerfield Road)	
Green Bay Road and Central Avenue Banner	
Program.....	3
Application Form.....	6

I. Event Sign Location and Posting Information

Purpose and Availability

In order to provide a range of community organizations the opportunity to publicize local events, the City of Highland Park has established two temporary community event posting locations (Central and Deerfield Rd. and Laurel and St. Johns) consisting of sign frames for placement of plastic corrugated board signs. The following requirements apply to these locations:

1. The postings are available to City events and established non-profit or not-for-profit organizations.
2. Organizations must be based in Highland Park or serve Highland Park residents.
3. Event Program Signs will be displayed for up to one week, but no later than the day after the event.
4. Signs shall only display organization logo, name of event, date and time of event, location of event, and phone number.
5. Signs shall not display for profit sponsors' logos, trademarks, or names.
6. Event Program Signs are reviewed by the Department of Community Development to ensure compliance with the requirements listed above and specifications noted below.
7. Only the City of Highland Park staff or designated contractors will be allowed to install and remove signage installed through this program.

Sign Specifications:

A. Community Event Sign Specifications For Central Avenue and Deerfield Road

1. The sign must be a 24" x 45" professionally prepared vertical format. Cortex or Coroplast corrugated vinyl cardboard material with vinyl self-adhering copy is recommended.
2. One type style, the largest possible, is recommended. Copy should be kept to a minimum to make the sign more readable. KEEP IT SIMPLE.
3. A camera-ready sign design with colors labeled should be submitted to the Department of Community Development for approval. Designs may be faxed to (847) 432-0964.

4. Signs should be delivered to the Department of Community Development, Planning Division, at 1150 Half Day Road, the Friday prior to the reserved time.
5. At any time that one or both sign locations at the intersection are not in use, the City of Highland Park will display the “Late Nite HP” sign.

B. Community Event Sign Specifications For Laurel Avenue and St. Johns Avenue

1. The sign should be a 36” x 48” professionally prepared vertical format. Cortex or Coroplast corrugated vinyl cardboard material with vinyl self-adhering copy is recommended.
2. One type style, the largest possible, is recommended. Copy should be kept to a minimum to make the sign more readable. KEEP IT SIMPLE.
3. A camera-ready sign design with colors labeled should be submitted to the Department of Community Development for approval. Designs may be faxed to (847) 432-0964.
4. Signs should be delivered to the Department of Community Development, Planning Division, at 1150 Half Day Road, the Friday prior to the reserved time.

II. Green Bay Road & Central Avenue Public Banner Program

Purpose and Availability

In order to provide a range of community organizations the opportunity to publicize local events, the City of Highland Park has established two roadway segments for posting event banners. There are eight avenue banner light posts are located on the west side of Green Bay Road. Five are north and three are south of Central Avenue. There are also eight additional avenue banner light posts available on Central Avenue between Green Bay Road and Hickory Street. The Central Avenue location would be used for an alternative event on an first come, first served basis. The following requirements apply to these locations:

1. The banner brackets are available to City events and established non-profit or not-for-profit organizations.

2. Organizations must be based in Highland Park or serve Highland Park residents.
3. Banners will be displayed for up to one week, but no later than the day after the event.
4. Banners shall only display organization logo, name of event, date and time of event, location of event, and phone number.
5. Banners shall not display for profit sponsors' logos, trademarks, or names.
6. Banners are reviewed by the Department of Community Development to ensure compliance with the requirements listed above and specifications noted below.
7. Only the City of Highland Park staff or designated contractors will be allowed to install and remove banners placed through this program.

Banner Specifications:

Highland Park utilizes 31" x 99" banners. Hems must be placed at both the top and bottom of the banner and must accommodate poles one inch in diameter. Wind cuts must be made in the banners as well. When ordering, note that the elements can take a toll on the banners, so if your organization plans to use them again, be sure to use fade-proof fabric. Pyrotone, Starfire or Awntop banner fabrics accommodate printing on both sides and have been proven durable. Some lighter colored fabrics have a transparency problem when both sides are printed. Double layers will solve that problem, but usually add to the cost of the banner.

The City requires that the banners provided be in good condition and appearance before installation.

Design and Letter Size:

Banners are meant to be glanced at quickly by passing motorists; therefore few words should be used. The most successful banners rely on graphic images to convey the banner message. As a guide, the minimum size for lettering should be no less than 2" tall.

Artists and Manufacturers:

Each organization is responsible for selecting the graphic artist to create the camera ready art and a vendor to produce the banners. The City, at the request of the applicant, will provide a list of artist and manufactures, if so desired. The City does not endorse or require the use of any specific vendors. Please contact the Department of Community Development for the list of vendors.

Process

The Process for participating in the banner program is as follows:

1. Confirm reservation dates with Community Development Department (847) 432-0867
2. Select a graphic artist or manufacturer and submit the preliminary design with colors labeled to the Community Development Department for review. Designs may be faxed to (847) 432-0964.
3. Work with the artist and manufacture to design and produce the banners (allow four weeks for design and production)
4. Deliver banners to the Public Services Building, 1150 Half Day Road, and one week prior to your reservation date.
5. City will install and remove the banner at no cost. Groups must retrieve the banner promptly at the end of the reservation period. Banners that are not retrieved within ten (10) days of the end of their reservation maybe subject to disposal by the City of Highland Park.
6. You may contact the Community Development Department with any questions at (847) 432-0867.

General Statement:

At all times when event banners have not been placed on either the Central Avenue or Green Bay Road locations, a City of Highland Park City Logo banner will be in place on these poles.

APPLICATION FOR EVENT SIGNS AND BANNERS
City of Highland Park

Date of Submission: _____

Dates Requested for Display (two week max.): _____

Name or Group Sponsoring Display: _____

Primary Contract Person: _____

Address: _____

Phone: _____ **Fax:** _____

Cell: _____ **Email:** _____

Primary Contact Person's Signature

Date

FOR OFFICE USE ONLY

Received By:

Date