



## **BANNER PERMIT PROCEDURE**

1. Applications for new banner permits for Rochester Gas & Electric (RG&E) **must be made** through Chris Tarkulich at RG&E. The interested party should contact Chris at **(585) 510-9730** or [christopher\\_tarkulich@rge.com](mailto:christopher_tarkulich@rge.com).
2. A banner permit template is available for review prior to the final decision to attach.
3. To begin processing the banner permit, the following information is required from the official owner of the facilities (not usually the installer of the facilities):
  - a. Official Company or Identity name and address
  - b. Contact name and numbers
  - c. Purpose of the attachment (no advertisements or marketing arrangements that result in personal gains. Spirit of Permits are to support municipal, non-for-profit or community activities, not to personally benefit parties capitalistic endeavors)
  - d. Legal contact (if involved) name and address
  - e. List of pole numbers and locations
  - f. Physical characteristics of the banner(s) being proposed including size, type of material banner is made of, weight, and attachment method
  - g. Physical design of the banner including “bird’s mouths” to relieve air pressure on banner
  - h. Dates during which the banner is being requested to be hung and remain in place and when it will be removed.
4. Once the above information is received, the banner permit will be electronically forwarded to the attaching company.
5. The attachers will sign two originals and forward the two complete, signed originals to:

RG&E/NYSEG  
Attn: Chris Tarkulich  
Joint Use of Plant  
3 City Center  
Rochester, NY 14649

6. Once signed by RG&E/NYSEG management, a signed original will be returned to the attaching company after confirmation that the field planning engineer assigned has concluded their evaluation with the attacher and granted permission to attach in accordance with direction given.
7. Proof of liability insurance is required. A copy of the certificate is acceptable and can be sent to Chris Tarkulich at the above address or by email.
8. Once the permit has been signed, inspection of poles and approval of banner locations must be completed before banners can be attached and original signed permit is presented to applicant. The entity requesting attachments will work with engineering for review of poles and approval for attachment. Banners attached without review and approval of engineering personnel will be deemed illegal and subject to removal.
9. Any determination of make-ready work will be coordinated by the divisional field planner. Any make ready work needed on the poles is the financial responsibility of the attaching company. No make ready work can be done until acceptance and payment of Make Ready quote is received from the attaching company and a signed banner permit has been presented.
10. If the pole is jointly owned by a telephone company, it is the attaching company's responsibility to notify the phone company of their intent to attach.
11. There is no rental charge for the attaching company to attach the banner to the utility pole, provided all rules, regulations and specifications detailed in the Banner Attachment Permit are followed.
12. This banner permit procedure can also be utilized for hanging flower baskets and other non-utility, small attachments. Additional steps would need to be taken when attachments utilize electricity such as holiday lighting installations.
13. Any questions should be directed to Chris Tarkulich at (585) 510-9730.



Changed By:	L. Read
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