

City of Northville

Municipal Banner System Policy

2008

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CITY OF NORTHVILLE

**MUNICIPAL BANNER SYSTEM
GUIDELINES**

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CITY OF NORTHVILLE
MUNICIPAL BANNER SYSTEM POLICY

I. MUNICIPAL BANNER PROGRAM PURPOSE

- A. To complement the aesthetic appearance and/or improvement of the Downtown Northville Central Business District.
- B. To introduce color and a sense of excitement.
- C. To assist in the promotion of cultural and civic events sponsored by non-profit groups reflecting general community interest.
- D. To support and promote Downtown Special Events, bringing increased attention and awareness to Downtown and its businesses; and to create the image of an economically vital, active and flourishing Downtown.
- E. To create an effective administrative process to manage a high quality municipal banner program.

II. DEFINITIONS

- *Sponsoring Organization* - Groups with a nonprofit status and/or with activities reflecting general community interest.
- *City Manager* - Chief administrative officer of the City responsible for the proper management of the banner system.
- *Streetlight Banner* - Banners used in the City which are placed on City-owned decorative streetlight poles.
- *Cross-Street Banner* – Banners used in the City which are placed from building to building across public rights-of-way.
- *Municipal Banner Program* - All aspects of establishing and maintaining the ongoing use of City banner system components by nonprofit organizations and their sponsors.
- *Municipal Banner System* - All items that allow for the placement of both hardware and banners within the Central Business District as well as other commercial areas in the City of Northville.
- *Special Events Advisory Committee (SEAC)* – Committee with responsibility to review banner requests and make recommendations to the City Manager. SEAC is comprised of representatives from the Northville Chamber of Commerce,

Northville Business Association, Downtown Development Authority, Northville Arts Commission, Northville Parks and Recreation, and the Northville Community Foundation.

III. BANNER POLICY

- A. **ELIGIBILITY:** Potential banner program participants should represent or promote local non-profit or cultural civic events or activities of particular interest or benefit to the Northville community. Banners are not to be used for commercial advertising or to advertise or promote political candidates, parties, or issues. However, a professionally placed logo of a business or corporation sponsoring the event may be included on a banner.
- B. **BANNER INFORMATION CONTENT:** All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event or non-profit group. Banners can include text for dates, activities, logos, and/or title of event.
- C. **BANNER DESIGN:** The graphic design of all banners used in the Northville Banner program shall be developed by each individual sponsoring organization under the banner program guidelines set forth in this document.
- D. **Banner Specifications:** Streetlight banners and cross-street banners shall comply with the following specifications:
1. All banners in the Northville Municipal Banner System shall be printed on both sides of the banner fabric.
 2. Streetlight Banners shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold and mildew. Each banner shall have two (2) double stitched reinforced hems and two (2) brass grommets. Banners shall be 24" x 48" in size.
 3. Cross-street Banners shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold, and mildew. Each banner shall have two double stitched reinforced hems and connected to building with rope or wire placed through the upper and lower hems. Cross-street banners must have wind slits. Cross-street banner size will depend on the locations selected for placement, but shall be no larger than 30" tall by 35' wide.
 4. Banner brackets have been placed by the City of Northville on many of the poles in the Central Business District. If a sponsoring organization wishes to place additional brackets on poles, they shall secure the City Manager's approval and purchase brackets of the same type currently used by the City. The Public Works Department will install

said brackets at no cost to the sponsoring organization. However, the brackets shall become the property of the City of Northville.

- E. APPLICATION PROCESS: The sponsoring organization shall make a written application and present it to the City Manager's office six (6) weeks prior to planned installation date. The City Manager will share each application received with the Special Events Advisory Committee, which may take up to three weeks to review and make recommendation back to the City Manager.

Application shall include:

- Name of special event
- Name of sponsoring organization
- Date of special event
- Time period requested for banner exposure
- Banner design
- Number of streetlight banners
- Number of cross-street banners (*2 maximum*)
- Location of banners

The City shall honor recognized events which are held annually by reserving banner space for the following events. These events include:

- Fire and Ice (January)
- Flower Days (May)
- Art in the Sun (June)
- Sidewalk Sale (August)
- Victorian Festival (September)
- Homecoming (September/October)
- Hometown Holidays (November/December)

Other special events shall be approved on a first-come first-served basis not to exceed ten (10) total events per year including the above events.

There shall be no more than two special event cross-street banners placed at any given time.

- F. APPROVAL TIME: Once reviewed by the Special Event Advisory Board, banner designs shall be returned to the City Manager's office at least three (3) weeks before the desired placement of the proposed banners.
- G. Appeals: The City Manager is authorized by the Northville City Council to approve the design and placement of streetlight banners and cross-street banners. If a banner design or a placement request is denied by the City Manager, the sponsoring organization may appeal this decision directly to the City Council by asking to be placed on the next available City Council Meeting.

- H. **BANNER PLACEMENT:** The Northville Public Works Department shall be responsible for placement and retrieval of approved streetlight banners. The City Council shall establish a charge for the installation and removal of special event banners for each event. Installation fees shall be submitted to the City before banner placement will be permitted.

Cross-street banner placement and removal shall be the responsibility of the sponsoring organization. Said placement shall be done without causing undue impact to vehicular traffic. Cross-street banner removal shall include the complete removal of any guy wire or rope place between buildings. Permanently placed wires/ropes between buildings in the Downtown area shall not be permitted.

Special event cross-street banners shall hang no lower than 17 feet above the centerline of the street. Said banners shall not be attached to public property, fixtures, or appurtenances. Care should be taken to assure that the special event cross-street banner is placed parallel with the ground. Cross-street banner placement shall in no way restrict the line of sight of motorists and traffic signals.

The sponsoring organization shall secure written permission from the building owners who have allowed attachment of cross-street banners, and present copies to the City Manager.

- I. **LENGTH OF EXPOSURE:** Banners may be hung for a period not to exceed two weeks. The only exception to this may be the use of banners over the Christmas/New Years Holiday season which shall not exceed a six (6) - week period.
- J. **STORAGE / LIABILITY:** All banners shall be the responsibility of the sponsoring organization. The City will not be responsible for storing banners.
- K. **BANNER CONDITION:** The City Manager has the authority to refuse the placement of streetlight banners or cross-street banners which, because of previous use, are in poor condition. In addition, the City Manager has the authority to order the removal of banners which have become, frayed, ripped or otherwise unsightly.
- L. **INSURANCE REQUIREMENTS:** Sponsoring organizations wishing to place cross-street banners must carry a \$1 million General Liability insurance policy. In addition, if the sponsoring organization uses a commercial installer to place the banners, the installer must carry a \$1 million General Liability and Automobile Liability insurance, as well as the full statutory requirements for Workers' Compensation insurance. Sponsoring organizations and the commercial installer (if used) shall provide the City with said proof of insurance listing the City of Northville as "**Additional Insured**". Said insurance certificate shall be provided to the City Clerk's Office and be approved before any banner placement activities may take place.

IV. GROUP RESPONSIBILITIES

A. *City of Northville:*

1. Provides use of light poles.
2. Authorizes the City Manager to manage the City's banner program.
3. Authorizes the City's Public Works Department to install and retrieve streetlight banners for a fee.

B. *Sponsoring Organization:*

1. Follows the banner program criteria established in the Municipal Banner System Policy.
2. Creates their own respective original banner designs.
3. Bears cost of banner manufacture, installation, removal, and storage.
4. Provides the City with written permission from private building owners to secure event cross-street banners.
5. Provides the City with an Insurance Certificate listing the City of Northville as "additional insured" in the types and amounts required.
6. Installs and removes cross-street banners.

C. *City Manager's Office:*

1. Manages the Municipal Banner System Policy.
2. Approves graphic designs for all banners.
3. Determines banner placement within the designated area system.
4. Approves the placement of streetlight banners and cross-street banners.

D. *Special Event Advisory Committee:*

1. Reviews and provides recommendations to the City Manager for design and placement of streetlight banners and cross-street banners.

Adopted by City Council: March 16, 1998

Amended by City Council: March 20, 2006. Expires: December 31, 2007.

(The policy expires on December 31, 2007 unless re-approved by the Northville City Council)

Adopted by City Council: September 15, 2008