

POLICY, PROCEDURE AND REGULATIONS FOR HANGING BANNERS OVER STREET RIGHTS-OF-WAY

STEP 1

Permission to install banners over street rights-of-way to promote local non-profit events may be requested by providing a communication to the Commissioner of Public Works (Commissioner) at least 45 days prior to the desired date of installing banners.

The communication shall contain the following information:

- a. The applicant's name, type of organization and principal address of organization.
- b. The name and type of event.
- c. The desired dates of installation and removal of the banner(s).
- d. The name, address and telephone number(s) of the contact person.
- e. The desired locations at which the banners are to be installed.
- f. The size, type of construction, and message(s) to be placed on the banners.
- g. **A \$50.00 non-refundable fee** is to be submitted with the communication.

STEP 2

If the request complies with the Policy, Procedure and Regulations and does not conflict with other requests already received, the Commissioner shall, within five (5) working days after receipt of the request, send a letter of Provisional Approval to the applicant, along with a form entitled "Hold Harmless Agreement" and an insurance information sheet. The applicant shall submit to the Commissioner the completed Hold Harmless Agreement, a Certificate of Insurance in the prescribed amount, and **a deposit of \$200.00** not later than ten days prior to installation of the banners.

STEP 3

The Commissioner shall refer the completed Hold Harmless Agreement and Certificate of Insurance to the City Attorney's office for review and approval. The City Attorney shall notify Applicant of any deficiencies in the documents and provide Applicant an opportunity to correct such deficiencies.

STEP 4

The City Attorney shall return the approved documents to the office of the Commissioner, who shall then issue a Letter of Approval to Applicant. If the City Attorney finds that the Hold Harmless Agreement or Certificate of Insurance is insufficient and Applicant does not correct the insufficiency within a reasonable time, he shall so advise the Commissioner, who shall then issue a Letter of Denial to Applicant.

STEP 5

If Applicant's request is denied, the reason for denial shall be stated in the Letter of Denial, and Applicant may appeal by sending a communication to the Common Council for referral to the Public Works and Services Committee. The committee shall hear and review the appeal at its next regular meeting and thereupon make a recommendation to the Common Council, which shall make a final decision on the appeal.

REGULATIONS

- a. Banners may be up for a maximum of thirty (30) days, and Applicant shall remove them within five (5) working days after the end of the event, or shall forfeit the deposit.
- b. In case of improper installation or damage to a banner, it shall be re-installed, removed or repaired by Applicant within twenty-four (24) hours after notice by the City, except in emergency situations, when re-installation, removal or repair shall be immediate. If re-installation, removal or repair is not done as required, the City will have the work done and deduct the cost from Applicant's deposit.
- c. Banners may be installed and attached only to the following City-owned structure: **Pedestrian bridge located in the 2400 block of Rapids Drive.**
- d. The lowest part of a banner shall be at least twenty (20) feet above the crown of the roadway.
- e. The maximum banner size is three feet by thirty-five feet (3' x 35').
- f. Banners shall have openings to lessen the wind resistance and loading on the supports.
- g. Banners must be installed on the **inside** of the pedestrian walkway.
- h. Content: Banners shall have the purpose of promoting local non-profit events of general interest to the community, and shall not be primarily for the purpose of advertising a commercial product. Banners may incidentally contain a product name and/or symbol, incidental to the banner's purpose.

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