

## **WEST CARROLLTON BANNER POLICY**

### **(Over The Street or on City-Owned Poles)**

This policy has been established to provide guidelines for sponsoring organizations and governmental agencies that wish to display banners within the right-of-ways of the City of West Carrollton, Ohio; specifically, over the street or on City-owned poles to celebrate and commemorate events throughout the year. This policy will also be in effect for City-supported functions and other organizations or events as set forth herein

1. The City's intent in adopting this policy is to create a welcoming environment for residents, employees and visitors in West Carrollton and to promote the City. Banners are not intended to provide an advertising venue to for-profit organizations and businesses, except as such for-profit organizations or businesses sponsor events.
2. The purpose of this policy is to ensure that, where permitted by the City, banners comply with reasonable regulations governing public safety. To that end, any banner, which by glare constitutes a hazard to traffic, shall be prohibited. No banner message shall include the words "stop," "yield," "look," "danger," "drive-in," or any other word, phrase, symbol or character in such a manner to interfere with, mislead or confuse traffic.
3. A written application to hang a banner must be submitted to the City Manager's office for approval. It shall include the date of the event, the name of the sponsoring organization, the name, address and telephone number of a contact person and a diagram of the proposed banner, including proposed text. If the event is a monthly event, the sponsoring organization may submit one application listing all the dates of their event. Events that occur more often than monthly should include the start and end date of each event.
4. Except for a City-sponsored event, a banner application must be accompanied by a processing fee as specified in Chapter 37.25(E), Sign Permit Fees, of the Codified Ordinances of the City of West Carrollton. If the banner is not approved, the processing fee shall be refunded to the applicant.
5. Applications must be submitted no later than 60 days before the event. Submitting an application does not constitute automatic approval. Banner applications shall be determined on a first-come, first-served basis. The City will contact the organization if the application is approved.
6. The City Manager (or the City Manager's designee) will review and grant permission to install banners on an application-by-application basis. Criteria for

7. approval will include consistency with the City's mission, vision and values, past contributions to the community, participation by West Carrollton residents and compliance with the terms of this policy and the Banner Specifications (attached). A denied application may be appealed to City Council.
8. The banner must pertain to a City-sponsored event, which shall have first-priority status, or an event, held in West Carrollton, and sponsored by a civic, charitable, school, social, tax-exempt or non-profit organization (defined by IRS regulations), or other organizations or businesses, with a documented presence in the City of West Carrollton, promoting community events, which shall have second-priority status. Examples of banners that are not allowed are those promoting candidates for office, political positions, ballot questions or those advertising products or services. In the event of a scheduling conflict between a City-sponsored event and an application for a non-City-sponsored event, placement will be granted to the City-sponsored event first.
9. Except for City-sponsored events, the name of the sponsoring organization must appear on the banner in legible type. The sponsoring organization may include a business logo in place of or in addition to its name. The business name and/or logo must appear at the bottom of the banner and comprise no more than fifteen percent (15%) of the banner area.
10. The event must be open to all members of the public on substantially the same basis as members of the sponsoring organization, must not discriminate on any legally forbidden basis and must be open to and suitable for persons of all ages.
11. Banners may not be used to promote or advertise commercial activities, political parties, issues, or candidates; sales or types of service.
12. The sponsoring organization shall procure and maintain during the term of banner installation and display, at its own expense, the following insurance:
  - a. Commercial General Liability Insurance with limits of not less than one million dollars (\$1,000,000) combined single limit per occurrence; one million dollars (\$1,000,000) annual aggregate;
  - b. The City, along with its elected officials, officers, agents and employees, shall be named as additional insureds;
  - c. An ACORD Certificate of Liability Insurance Form 25-S and a copy of an Endorsement including the aforementioned additional insureds shall be filed with the City's Clerk of Counsel at the time the sponsoring organization receives a banner permit. The Certificate shall contain a provision that coverage afforded under the policy shall not be canceled or allowed to expire until at least 30 days prior written notice has been given to the City. The sponsoring organization shall thereafter maintain current

with the City both the Certificate and Endorsement until such time as the banner is removed.

- d. In addition to the foregoing, the sponsoring organization, its successors and assigns, agree to defend, hold harmless and indemnify the City of West Carrollton, its elected officials, officers, agents and employees, against any and all loss, damage, claims or expense whatsoever by reason of injury (including death) to any person or property arising in any manner or under any circumstances whatsoever from the use, occupancy, operation or other activities by the sponsoring organization in connection with the banner, whether said injury or damage is suffered by the sponsoring organization, its agents, subcontractors, vendors, employees or any other person whomsoever seeks to hold the City, its elected officials, officers, agents and/or employees liable.
13. Once approved, the banner may hang for a maximum of two weeks before the event. If the event occurs more frequently than monthly, the banner must be removed for a period of at least two weeks between each two-week display period. **When multiple banner applications for non-City-sponsored events are filed for the same display period, the City cannot guarantee the location, dates or the length of time that the banner will hang.**
  14. The Banner shall be provided to the City at no cost to the City.
  15. Banners shall be delivered to the City of West Carrollton Service Department, Street Division, 300 East Central Avenue, at least three days prior to the scheduled hang date. Banners will not be hung if provided later. The banner should be ready to display and meet the Banner Specifications (attached). **Banner maintenance is the responsibility of the owner; therefore, a banner that does not meet the requirements set forth may be sent back so it can be brought into compliance.**
  16. The City of West Carrollton will hang banners in a timely manner, subject to the availability of city resources and weather. Sponsoring organizations or their agents shall not install or remove banners, repair banners while hanging or attempt to do so.
  17. The City of West Carrollton assumes no responsibility for damage to banners, banners that are ill-fitting, loss, fading, inappropriate designs, banners that are delivered late, late installations, wind or storm damage or craftsmanship.
  18. The City of West Carrollton will perform regular inspections of banner installations and reserves the right to remove any banner at any time to protect and ensure public health and safety and the general welfare.

19. Following the period of display or after the banner is otherwise removed, a list of any needed repairs will be attached to the banner so organizations can make the necessary corrections before their next scheduled event. The City suggests that the list remain attached to the banner until the repairs are made.
20. **Banners should be picked up within one (1) week after the event is over at the West Carrollton Service Center, Street Division, even if the banner will be used again.** If the banner has not been picked up after one week, the sponsoring organization contact person will be notified and given another week to pick it up. If the sponsoring organization does not pick up its banner within two weeks after the event is over, the City will dispose of the banner, at the sponsoring organization's cost. **The City does not store banners and will not be held responsible for the loss of a banner.**
21. The City reserves the right to refuse to hang any banner. Banners with an offensive message will not be permitted. Completed banners that do not contain the same language as stated in the application will not be hung. In addition, the City reserves the right not to hang worn, torn, stained, badly faded, and/or otherwise damaged banner.
22. Permits for banner displays are not transferable.
23. An applicant's signed banner permit application shall denote the applicant's agreement with this Policy and the City's Banner Specifications.

# CITY OF WEST CARROLLTON

## BANNER SPECIFICATIONS

These specifications were developed to ensure a quality banner for organizations that want to display a banner over the street and to reduce the liability accepted by the City in providing this service. The City reserves the right to refuse any banner that does not meet the requirements outlined below.

1. Banners must be constructed of heavy cloth, canvas material or a minimum of thirteen (13)-ounce vinyl.
2. As illustrated in Exhibit A, banners displayed over a public street must meet the following requirements:
  - a. Measure a minimum of thirty (30) inches in height and twelve (12) feet in length and may not exceed thirty-six (36) inches in height and twenty (20) feet in length.
  - b. Provide U-shaped air holes or slots measuring six (6) inches in diameter, evenly spaced across the entire length of the banner. **The City will not cut air holes or slots into a banner.** A minimum of four (4) air holes or slots shall be provided for a twelve (12)-foot banner; a minimum of six (6) air holes or slots shall be provided for a fifteen (15)-foot banner; and a minimum of eight (8) air holes or slots shall be provided for a twenty (20)-foot banner.
  - c. Provide top-edge grommets measuring one-half inch (1/2") in diameter, evenly spaced along the top of the banner. Five (5) top-edge grommets shall be provided for a twelve (12)-foot banner; seven (7) top-edge grommets shall be provided for a fifteen (15)-foot banner; and a minimum of nine (9) top-edge grommets shall be provided for a twenty (20)-foot banner.
  - d. Provide one grommet measuring one-half inch (1/2") in diameter at each bottom corner (two total).
  - e. Provide a one (1) inch folded, double-stitched hem around the entire banner.
3. As illustrated in Exhibit B, pole-mounted banners must meet the following requirements:
  - a. Measure five (5) feet in height and thirty (30) inches in width.
  - b. Provide a one (1)-inch folded, double-stitched hem on the top and bottom of the banner, leaving a one and one-half inch (1-1/2") opening for mounting support rods to the street pole.
  - c. Provide one grommet measuring one-half inch (1/2") in diameter at the top and bottom of the banner (two total) closest to the street pole.

4. Banners with wood attached to them will not be accepted.
5. Banners considered by the City to be in poor condition will not be accepted. This would include but not be limited to unnecessary tears in the material, missing eyelets and broken stitching.
6. Without notice to the organization, the City may remove minor items deemed unnecessary or may add items to appropriately display a banner (i.e. removing or shortening ropes, adding snap hooks to reach tie off points).
7. Except for City-sponsored events, the name and/or logo of the sponsoring organization must appear at the bottom the banner, in legible type. The name and/or logo shall not comprise more than fifteen percent (15%) of the banner area.