

VERTICAL LIGHT POLE BANNER POLICY

I. PURPOSE

The purpose of this policy is to enable display of vertical banners on City light poles, as requested by non-profit organizations and governmental units to assist in the promotion of events sponsored by such organizations that contribute to the visual interest of the City.

II. ELIGIBILITY

- a. In order to be eligible to display banners an applicant must demonstrate the following:
 - i. The applicant is a non-profit organization or governmental unit;
 - ii. The proposed banner promotes an event sponsored by the non-profit organization or governmental unit, or highlights activities and interests occurring in or around the City; and
 - iii. The banner contributes to the visual interest of the City.

III. APPLICATION

- a. Application forms for installation of vertical pole banners will be available at City Hall and the DDA office. Applicants will provide all requested information on the application form.
- b. Completed applications shall be submitted to the City Manager's office for staff routing and placement on the next available City Council meeting agenda.
- c. Applications will be reviewed by City staff for design and content approval. Final review and approval shall rest with the City Council. Only banners sponsored by non-profit organizations and governmental units whose purpose and objectives contribute to the best interest of the Ionia community will be approved for display.
- d. Applications shall not be submitted more than eleven (11) months in advance or less than four (4) weeks before a proposed banner display.

IV. BANNER DESIGN & SPECIFICATIONS

- a. All banners must be professionally manufactured to ensure only quality, well-made banners will be displayed within the City of Ionia. In no way will the City of Ionia be held responsible for banners damaged while on display.
- b. All banners shall be manufactured in accordance with the specifications detailed in **Attachment A**.
- c. Banners shall NOT display:
 - i. Commercial advertising
 - ii. Political advertising
 - iii. Obscenities or vulgarities
 - iv. Other material incompatible with the purpose of this policy

V. BANNER CALENDAR & DISPLAY PERIOD

- a. The calendar for vertical pole banner displays will be kept by the City Manager's office to determine availability.

- b. Applicants may request their banners be displayed for up to six (6) weeks. An additional six (6) week display period may also be requested and approved at the discretion of the City Council. Approved reservation is on a first come first serve basis.
- c. Municipal banners may be displayed during times not otherwise requested by non-profit organizations and outside governmental units.
- d. Banners displayed from November 15 to February 1 will be limited to municipally owned banners to coincide with holiday décor.

VI. INSTALLATION & REMOVAL

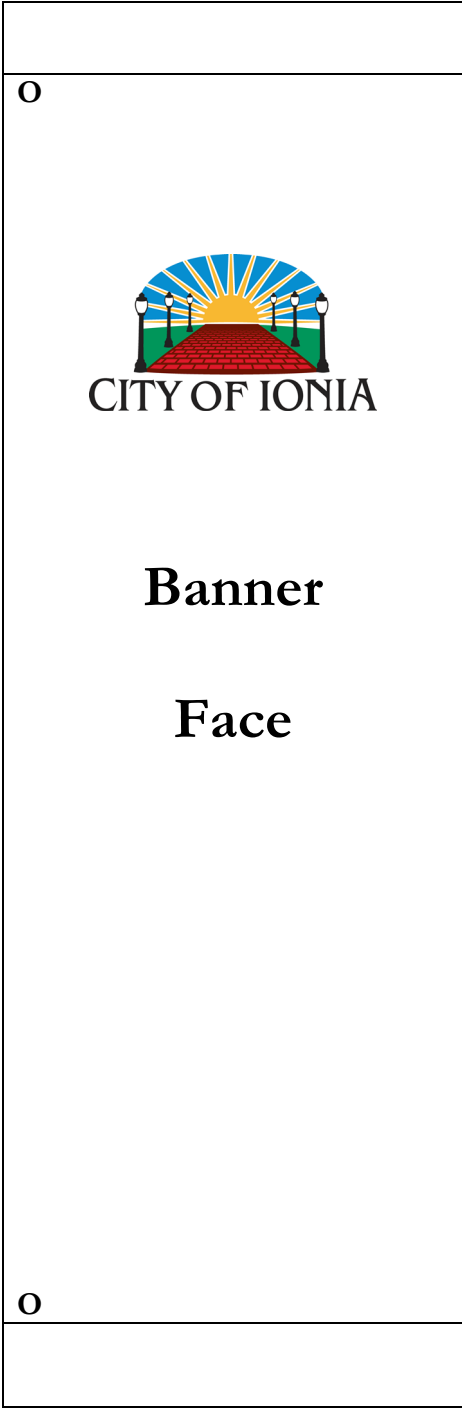
- a. Banners shall be installed and removed **ONLY** by approved staff of the City of Ionia. Anyone who attempts to install or remove a banner outside these parameters will be charged with a misdemeanor and may jeopardize approval of future associated banner projects.
- b. Approved banners shall be delivered by the non-profit organization/governmental unit to the City of Ionia Public Works Garage at 303 S. Jackson Street no less than three (3) days prior to scheduled installation, and shall be picked up no more than one (1) week after removal, unless other arrangements have been made. Sponsoring groups that do not retrieve banners within thirty (30) days of their removal may be disposed.

VII. COST

The cost per banner for installation and removal is \$5 and shall be remitted following notification of an approved application and prior to banner installation.

ATTACHMENT A – VERTICAL BANNER SPECIFICATIONS

1/2 inch
grommet →



← 3 1/2 inch pocket hem

↑ 48 inches ↓
(banner length)

← 3 1/2 inch pocket hem

1/2 inch
grommet →

← 24 inches →
(banner width)