

CITY OF MONROE BANNER POLICY

APPLICATION:

Applications for installation of vertical pole banners and overhead banners will be available in the City Engineer's Office. Upon request, the City Engineer will provide an application (Attachment A), Banner Policy, and when necessary, a MDOT Notification when an overhead banner will be placed over a State trunkline (Attachment B). The application shall include the name of the applicant, the name of the organization, the applicant's affiliation with the organization, contact information, which type of banner(s) to be installed, requested dates and locations.

DISTRIBUTION:

A completed banner application should be submitted to the City Manager/Mayor's Office for staff routing and placement on the next available City Council Meeting Agenda.

BANNER REVIEW:

Banners will be reviewed by the City Staff and City Council for design and content approval. Only banners sponsored by non-profit groups or organizations whose purpose and objectives contribute to the best interest of the Monroe Community will be displayed. All banners must be professionally manufactured to ensure only quality, well-made banners will be displayed within Downtown Monroe. In addition, all banners must meet the following criteria:

1. A banner shall not display thereon any legend or symbol which may be construed to advertise, promote the sale of or publicize any merchandise or commodity, or to be political in nature.
2. A banner shall not have displayed thereon which is or portrays a traffic control device, or which attempts to direct the movement of traffic.
3. Decorations shall not include flashing lights that may be distracting to motorists.

CALENDAR:

A calendar for overhead banners will be kept by the Engineering Department, and a calendar for vertical pole banners will be kept by the Community

Development Department. This will determine the availability of vertical pole and overhead banner locations.

Overhead Banners:

Overhead banners may be displayed for three (3) weeks maximum. In the event that no other organization has requested the same location, then the period can be extended up to four (4) weeks. Specific dates for installation and removal must be provided in the application. It shall be the responsibility of the organization that requests the banner to be installed, to deliver the banner to D.P.S. at 222 Jones Avenue no less than three (3) days prior to the scheduled installation date, and the banner must be picked up by the client no more than one (1) week after the banner is removed. D.P.S. is not responsible for the storage of banners. Sponsoring groups that do not retrieve banners from D.P.S. within thirty (30) days, risk that the banner may be disposed of.

Vertical Pole Banners:

Vertical pole banners may be displayed for a twelve (12) week period in correspondence with the four seasons of the year. Banners hung during the spring, will be installed the first week of March and removed the end of May. Summer banners will be installed the first week of June and removed the end of August. Fall banners will be installed the first week of September and removed the end of November. Finally, winter banners will be installed the first week of December and removed the end of February. This program applies to sponsored banners. Municipally owned banners will be installed whenever the pole mounts will be empty in order to keep consistency in the banner program. If it is the desire of the organization to have banners displayed longer than twelve (12) weeks, the organization may apply to have banners displayed for two (2) twelve (12) week periods. Additional time would be subject to availability of vertical banner poles.

Up to ten (10) vertical banner poles (20 actual banners) will be made available for non-profit groups and organizations. These will be reserved on a first come first serve basis.

Vertical pole banners shall also be the responsibility of the organization that requests them to be installed. Banners must be delivered to 222 Jones Avenue 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 with D.P.S. Sponsoring groups that do not retrieve banners from D.P.S. within thirty (30) days, risk that the banner may be disposed of.

SCHEDULING:

When scheduling installation and providing the City Council with an application, no application shall be reviewed or approved in further advance of eleven (11) months to the scheduled time of installation and no less than four (4) weeks. This provision is to ensure that every organization has a fair chance of receiving the time and location requested. Banner scheduling occurs on a first come first, serve basis, and will be accommodated where possible. The City of Monroe reserves the right to pre-empt the scheduling of banners for a specific period of time for the use of a City event, holiday decorations, etc.

Through November 15 to February 1, overhead banners will only be permitted on Monroe Street to accommodate holiday decorations. Again, this is on a first come, first serve basis.

Vertical banners through November 15 to February 1, will be prohibited to municipally owned to coincide with the holiday décor.

FABRICATION:

All overhead and vertical pole banners shall be professionally made, and must meet the specifications in Attachments C, D, and E.

Although banners must meet the specifications put forth in the attachments. In no way is the City of Monroe responsible for banners that meet the specifications, but are damaged due to inclement weather.

Overhead banners intended to be installed across Monroe Street must display the intended message both sides of the banner. If such banner only displays the message on one side, another location, i.e. First or Front Streets, may be deemed more appropriate.

INSTALLATION:

Only the City of Monroe, or the City of Monroe's subcontractors are permitted to install and remove overhead or vertical pole banners.

COST:

Overhead Banners: The primary cost is \$50 for the installation and removal of an overhead banner. In the case that a banner has to be removed during its scheduled display period, due to damage caused by weather, the cost for removal is \$200. There will be a charge of \$50 to have the banner re-hung after

it is repaired, during its scheduled display period. Each banner is limited to being re-hung one time after repair.

Vertical Pole Banners: Will cost \$25 per banner for installation and removal.

- * **Fee is due after approval, prior to installation.
Receipt of payment is needed at the Department
of Public Service.**

CITY OF MONROE BANNER POLICY ATTACHMENTS UNOFFICIAL SUMMARY – FOR INFORMATION ONLY

Attachment C

RECTANGULAR VERTICAL POLE BANNERS

- 94" by 35"
- 4" hem at top and bottom
- ½" grommets at hem on both top and bottom

Attachment D

OVERHEAD BANNER SPECIFICATIONS

- 3' by 26' maximum
- Banners shall have a top and bottom hem with grommets spaced not more than 5' on center. Grommets shall have a minimum 1/2" ID hole.
- All unlettered areas shall be of a netting type material
- Corners of banners shall be reinforced
- Banners must be lettered on **both** sides for placement on Monroe St.
- Banners shall be delivered to 222 Jones Ave. three (3) business days prior to scheduled installation date
- Banners must be picked up within one (1) week of being taken down

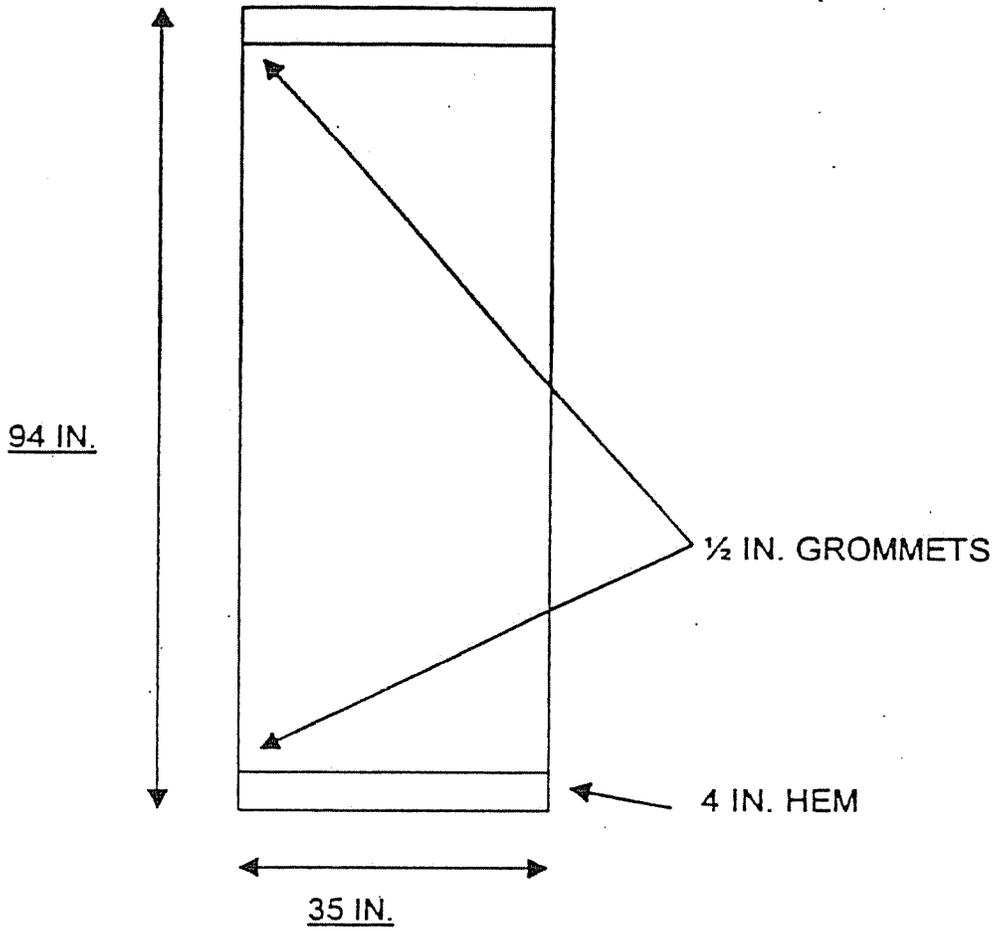
Attachment E

TRAPEZOID VERTICAL POLE BANNER

- 45.5" at top, 34" at bottom by 10' 2"
- 8" hem at top and bottom
- ½" grommets at hem on both top and bottom

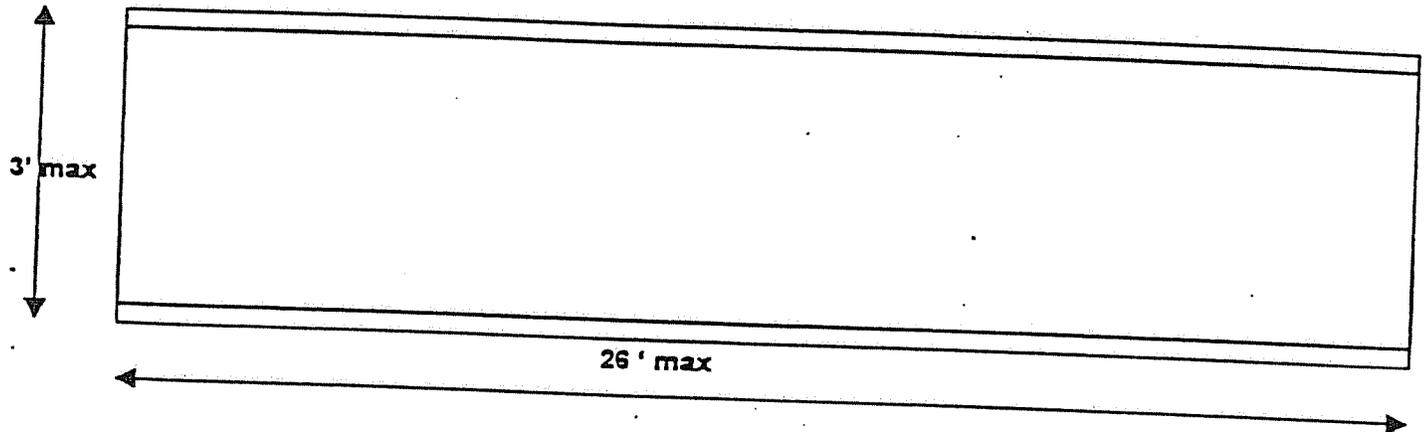
Attachment C

**CITY OF MONROE
RECTANGULAR VERTICAL POLE BANNERS SPECIFICATIONS**



Attachment D

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