

Title                      Display of Streetlight Banners  
Policy #                    2009-3  
Approval Date            March 2, 2009



**Sections:**

- Policy Statement
- Standards
- Request Procedure

**Exhibits:**

- Banner Display Application
- Standard Banner and Optional Panel Size

**I. POLICY STATEMENT**

This policy is intended to provide guidance to sponsoring entities (citizens and organizations) and City staff regarding the process to be followed for submitting and reviewing a request for the installation of banner(s) on City-owned streetlights (“Banner Facilities”). Streetlight banners help to identify, promote, complement, and aesthetically enhance streets throughout the community. The purpose of these guidelines is to regulate the size, design, identification, cost to sponsoring organization, and location of streetlight banners along public rights of way within the City.

**II. STANDARDS**

Streetlight banners along all public rights of way throughout the city shall strictly conform to the following guidelines:

**Eligibility**

Sponsoring entities, or the event, must be located or held within the corporate boundary of the City of St. Charles to be eligible for the use of Banner Facilities. The City may request proof of eligibility from the sponsoring entity.

**Size**

Banners shall be a size of approximately twenty-four inches (24”) wide by ninety-four and one-half inches (94 ½”) tall. No banner shall be installed if, by virtue of its weight, size or other physical characteristics, it would not be compatible with existing Banner Facilities or would present a risk of injury to any persons or any property, including the Banner Facilities.

Optional drop down panels are allowed for the sponsoring entity to display additional information about an event. Such additional information may include a sponsor, dates the event, telephone number, website, or other pertinent information not displayed on the banner. Panel size is approximately twenty-four inches (24”) wide by thirteen inches (13”) tall. Grommets need to be proportionately spaced on top of the panel to match with the bottom of the banner, to be tied together for proper display.

Banners, and optional drop down panels, must conform to the standards displayed in Appendix A, including grommet placement and wind slits.

### **Design**

Banners shall be designed and submitted by the sponsoring entity for review by the Public Works Director or his/her designee and shall be of a consistent design throughout the City.

### **Duration**

Installation of banner(s) shall take place no more than thirty (30) days prior to the date(s) of the event or festival, and shall be removed following the conclusion of said event or festival. Any banner may be removed sooner than that time should the City determine that it requires the use of the Banner Facilities.

### **Location**

Placement of banners shall be considered along all public rights of way that contain a streetlight pole(s) with Banner Facilities. The City shall choose the location(s) for displaying approved banners. A listing and maps of such locations can be found in Appendix B.

### **Quantity**

Due to a limited number of Banner Facilities, the placement of a banner design from a sponsoring entity shall be limited to a maximum of twelve (12) Banner Facilities.

### **Sponsor Display**

Banners shall prominently display the name of the sponsoring entity on the banner, or the name of the event or festival being sponsored.

### **Risk of Loss**

The entity displaying a banner(s) shall at all times bear any risk of loss, damage or destruction of or to the entity's banner(s), and under no circumstances shall the City be responsible to any person or entity for damage to or loss of any banner(s), including loss of the value of the banner should this policy, either existing or as subsequently modified, prohibit its display.

### **Installation and Removal**

Banners shall be installed and removed by City personnel only.

### **Banner Facilities Maintenance**

In order to keep banners in place on Banner Facilities, a preventative maintenance program shall be instituted and include the following:

- Visual inspections during high wind events.
- Maintenance response will take place within approximately five (5) business days, which includes the replacement of damaged banners, if available from the sponsoring entity and pursuant to banners being furnished to the City, and the reinstallation of banners that have become dislodged and/or twisted on the pole.
- Replacement parts for the Banner Facilities shall be in stock and readily available.

### **Banner Maintenance**

The sponsoring entity shall be responsible for all costs associated with printing, purchasing, and storage of their streetlight banners.

### **Storage**

The City shall not be responsible for storing banners. Banners must be furnished to the City, by a representative of the sponsoring entity, five (5) business days prior to their scheduled installation and picked up by a representative of the sponsoring entity within fifteen (15) business days after their scheduled removal. The City reserves the right to dispose of banners that have not been picked up within said fifteen (15) business day period.

### **Advertising Prohibited**

No banner(s) shall be accepted by the City for display on streetlights which includes messages:

- Advertising the sale of any product or service by a commercial entity; or,
- Containing advertising for or against any political candidate, referenda, ballot question, political party, or related to any other partisan political purpose.

### **Fees**

A fee of fifty-five dollars (\$55) per banner shall be paid by the sponsoring entity to the City of St. Charles for the installation of said banner(s) on Banner Facilities.

The City shall waive all fees associated with the installation of banner(s) on Banner Facilities, covered under this Policy, to governmental entities (i.e. School District, Park District, etc.) and registered 501(c)(3) organizations that present form IL-492-3524 accompanying the application.

### **Not a Public Forum**

None of the streetlight Banner Facilities shall constitute or be used as a public forum, or in any manner as an open place of public expression. The Banner Facilities are reserved for the exclusive use and benefit of the City of St. Charles. The facilities shall and may be used, maintained, removed, and eliminated, as the case may be, at any and all times, at the sole discretion of the Director of Public Works or his/her designee.

The display of a banner is based on availability of Banner Facilities. The City of St. Charles shall enjoy, at all times and in all locations, the right to use Banner Facilities for its own displays to the exclusion of any banner(s). The City reserves the right to not install, or remove, any banner(s) at any and all times, at the sole discretion of the Director of Public Works or his/her designee. Nothing herein shall be deemed to express, imply or create in any fashion a right to display a banner(s) on any particular Banner Facilities, or the right to require the City to make any Banner

Facilities available for a banner(s), or the right to require the City to remove any banner to allow for the placement of another banner.

### **III. REQUEST PROCEDURE**

Under limited circumstances and for limited times, the Director of Public Works or his/her designee may authorize the placement of banners on Banner Facilities. The Director of Public Works or his/her designee shall use the “Standards” criteria above in determining whether to permit the display of the banner(s), for determining the location of the banner(s), and for determining how long the display of the banner(s) shall be permitted.

No banner shall be displayed unless it has been previously submitted to the Director of Public Works or his/her designee for a determination as to whether its display complies with the provisions of this policy. The following items must be submitted to the Director of Public Works or his/her designee to request placement of a banner(s):

- Original signed copy of the Banner Display Application (Appendix C)
- Sample banner design
- IL-492-3524 - TEIN [tax exemption identification number for 501(c)(3) organizations]

Not-for-profit [501(c)(3)] organizations may request that the banner fee be waived. A copy of IL-492-3524 (TEIN - tax exemption identification number) form must accompany a Banner Display Application for the waiver to be evaluated.