

CITY OF GRAND FORKS

POLICY TITLE: Banners – Central Avenue

POLICY NO: 1101

EFFECTIVE DATE: JULY 20, 2009

SUPERSEDES:

APPROVAL: Council

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POLICY:

Council may provide an opportunity and venue for the advertisement of special community events in and around the City, provide a venue to capture tourist traffic off Highway #3, and to increase local awareness of community functions.

PROCEDURE:

Location:

- Banner poles are located on Central Avenue between 2nd and 3rd Streets.

Banner Specifications:

- 1) Banners eligible for display shall meet the criteria established in this policy. The City of Grand Forks reserves the option of not honoring a request to display a banner, which does not meet the specified banner criteria.
- 2) Banners used for display shall be purchased, paid for and owned by the applicant. The City assumes no responsibility for the care, maintenance or condition of the banner displayed.
- 3) Banners shall meet the following construction specifications:
 - Standard length shall be determined by staff.
 - Standard width shall be 4 ft. (1.2m).
 - Sufficient vent openings to minimize the "sail effect".
 - Connection breakaway strength 1,000 lb. (454kg) to withstand 45 mph winds (80km).
 - 3/16th inch stainless steel cable (no rope) sewn into top and bottom.
 - Fabric must be of canvas or vinyl to ensure durability for the display period.
- 4) Banners shall be designed so that both sides of the banner surface contain a message and/or decoration.
- 5) The visual images and written messages of the banners shall be within the confines of good taste. City staff processing the application may reject an application deficient in this regard.
- 6) Banners are permitted only to advertise time-limited community festivals, events and activities. Commercial sponsorship of events will be limited to identification only and occupy no more than 20% of the surface. Commercial advertising is not allowed. Any federal, provincial and/or municipal regulations concerning commercial sponsorship shall also apply.

Banner Display:

- 1) Applicants permitted to display banners shall be non-profit, charitable groups or municipal government.
- 2) The standard period for banner display will be one week but may be renewed weekly up to three weeks if no other applications are pending for the period.
- 3) Completed applications for the display of a banner shall be considered on first come first served basis. Where there is more than one application received for a single or overlapping display period, staff will negotiate with the applicants in an effort to reach a mutually agreeable arrangement for display.
- 4) Completed applications shall be submitted to City Hall at least four weeks prior to the desired banner display period.

Banner Installation and Removal:

- 1) Applicants shall deliver the banner to the City Works Yard at least 3 days before the start of the approved display period.
 - 2) Applicants may request the City to store the banner at the City Works Yard. The Manager of Works & Services has the authority to request that owners store their own banners.
 - 3) The City of Grand Forks shall not assume any responsibility for the cost of any damages to the banners whatsoever. In the event the banner becomes significantly damaged, deteriorated or detached, it will be removed
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REQUEST TO HANG BANNER

Note: All banners must be in good repair with adequate ventilation for wind conditions. It must have 3/16th inch stainless steel cable sewn into top and bottom and fabric must be canvas or vinyl to ensure durability. City staff has the authority to refuse unsafe banners. The City is not responsible for loss or damage to banners.

Name of Organization _____

Contact Person _____

Address _____

Telephone Number _____

Dates Requested: _____
(preferably Monday – Friday)

Has your banner been approved by the City in the past? YES _____ NO _____

Is your banner stored at the Public Works Yard? YES _____ NO _____

Have you read the Policy attached to this form? YES _____ NO _____
