

CITY OF GRAND FORKS

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| POLICY TITLE: Banners – Light Standards | POLICY NO: 1102 |
| EFFECTIVE DATE: JULY 20, 2009 | SUPERSEDES: |
| APPROVAL: Council | PAGE: 1 of 2 |

POLICY:

To bring colour to the City, specifically Central Avenue, Council may provide an opportunity and venue for the advertisement of special events occurring in and around the City, provide a venue to capture tourist traffic, and to increase local City visitation.

PROCEDURE:

Location:

1. Location:

The light standards are located in four specified group areas along Highway #3 and Central Avenue.

- (a) Spraggett intersection
- (b) 68th intersection
- (c) between Riverside and 7th Streets
- (d) between Boundary Drive and the A & W Restaurant

Banner Specifications:

2. Banner Specifications:

- (a) Banners eligible for display shall meet the criteria established in this section. The City of Grand Forks reserves the option of not honoring a request to display banners which do not meet specified criteria:
 - Standard length 72 inches.
 - Standard width 30 inches.
 - Standard sleeves – top and bottom 3 inches.
 - Standard 1-inch grommets, inner top and bottom, to secure banner to pole.
 - Fabric must be minimum 200 denier nylon or cloth equivalent.
- (b) Banners shall be designed so that both sides of the banner surface contain a message and/or decoration.
- (c) Visual images on banners shall be within the confines of good taste and shall uniquely represent Grand Forks (ie. Sunflowers, Sasha, City Hall, Slag, Russian buildings, heritage buildings, Flour Mill, etc).

- (d) Written messages shall be discouraged (see thru fabric reverse image) and shall occupy no more than 20% of the surface.
- (e) Commercial sponsorship of community events will be limited to identification only and occupy no more than 20% of the surface. Commercial advertising is not allowed.

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) 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