

## **Street Banners Policy**

*Effective January 14, 2008*

*Revised August 11, 2008*

### **Purpose**

The City of Hastings Street Banner Program allows the placement of banners on certain strain poles by local organizations for the limited purpose of encouraging and promoting community identity, community organizations, community activities, and events.

### **Eligible Participants**

The City will only accept applications for a permit to display street banners from community groups, not-for-profit organizations, or governmental agencies.

### **Approved Display Area**

This policy applies to street banners to be placed on the existing strain poles located on West State Street.

### **Allowable Display**

Non-commercial messages of general interest to the public at large are allowed. Examples include:

- Advertisement or promotions of community organizations or community events
- Advertisement or promotions of activities sponsored by the City of Hastings
- Accolades or acknowledgement of achievement by eligible participant.
- Neighborhood or area based promotional messages.
- Regional public events (Charlton Park, Barry County Fairground etc.)

### **Prohibited Display**

The following displays are not permitted on street banners:

- Personal messages
- Promotion of a commercial for-profit enterprise
- Political messages

### **Application for Permit**

Applications are available at Hastings City Hall located at 201 E. State Street, Hastings MI 49058. A completed application along with a sketch or copy of banner, including color and language, must be submitted to the City Clerk not more than six (6) months or less than fifteen (15) days before the first date the street banner is proposed to be displayed.

## **Street Banner Standards**

The banner size is to be 25 feet long and 4 feet in height. Grommets are to be placed along the top and bottom of banner. Grommets are to be spaced a maximum of 2 feet apart. The outside border around the grommets is to be reinforced. Banner is to be made of a mesh material to allow the free flow of air through the banner. Banners which are torn, or are otherwise in disrepair, are not permitted.

## **Duration of Display**

The street banner may be displayed for a period of at least seven days but not more than fifteen days. As long as no other applicant has applied for permission to place street banners in the same location, that initial fifteen day maximum period may be extended for additional periods of seven days.

Banners will be removed within three business days after the conclusion of the event or promotion. The City will coordinate the installation of all banners to allow maximum display time for all parties. If the request cannot be honored, the City will notify applicant as soon as possible. Each request will be handled on a first come, first served basis.

## **Installation, Maintenance and Removal**

Street banners and related display hardware will be installed exclusively by the City or City contractor. The City is not responsible for any damage that may occur to the street banners while the banners are being installed, displayed, or removed. It is the responsibility of the applicant to pick up the banner from the City within a week of removal from the strain poles.