



CITY OF CHARLOTTESVILLE BANNER HANGING POLICY

1.0 PURPOSE

To establish a procedure for the equitable and efficient processing of banner hanging requests.

2.0 ORGANIZATION(S) AFFECTED

All City Department/Divisions, and all other Organizations and Individuals.

3.0 POLICY

- 3.1 All City Departments/Divisions and all other organizations and individuals must apply for approval under this Policy prior to installing any banner across a public street or right-of-way.
- 3.2 Applications for banner hanging are subject to the “Limits and Conditions” as stated in Section 5.0. Banners must be furnished by the sponsoring organization and must meet the “Fabrication Specifications” as outlined in Section 6.0.
- 3.3 Banners cannot contain commercial advertisement. As used herein, “commercial advertisement” shall mean words, symbols or logos that direct attention to a business operated for profit or to a commodity or service for sale.
- 3.4 The sponsoring organization(s) shall hold harmless and indemnify the City, its officers, agents, and employees against loss or damage of its banner while on display or as a result of installation or removal.

4.0 PROCEDURES

- 4.1 The sponsoring organization(s) is responsible for submitting a written application (Exhibit A – “Banner Hanging Request”), which can be obtained from the Traffic Signal Shop at City Yard, 325 4th Street, N.W. The City’s Traffic Signal Supervisor shall be responsible for processing and coordinating all applications.

- 4.2 Applications must be submitted no more than sixty (60) days, but at least 20 days prior to the installation date. Banner hanging applications will only be taken between the hours of 7:00 a.m. – 4:30 p.m. on business days.
- 4.3 A fee of \$100.00 payable to the City of Charlottesville Public Service Division shall be required of all applicants after approval of banner hanging requests or at least five (5) days before the installation date. The \$100.00 fee will be waived on applications by City Departments/Divisions for City sponsored events.
- 4.4 If a banner hanging request is denied by the City Traffic Engineer, upon the applicant's request, a written statement of reasons for denial will be provided by the City Traffic Engineer and a copy will be forwarded to the City Manager. Any applicant wishing to appeal a denial may do so in writing and forward it to the City Manager's Office for joint determination by the City Manager and City Attorney.
- 4.5 Banner hanging requests will be honored on a first-come, first-served basis. Should two or more people apply and pay at the same time for the same space for the same time period, lots will be drawn to determine which organization will be given first priority.
- 4.6 All banners submitted for display will be installed and removed by the City's Traffic Engineering Division personnel. Banners will not be installed or removed except on City workdays. (No overtime installations/removals)
- 4.7 The sponsoring organization(s) is responsible for the delivery and pick-up of its banner. Banners should be delivered to the Traffic Shop, located in the City Yard, 325 4th Street, N.W., five days prior to installation.
- 4.8 All banners must be picked up within ten (10) working days after removal. If banners are not picked up, subsequent to the ten (10) working day time period, a letter of notice will be forwarded as a reminder of the pick-up requirement notifying the organization of the City's intent to destroy. Subsequent to the mailing of the letter of notice, an additional ten (10) working day period will be given. After this period, the City will not be held liable for any banners.

5.0 LIMITS AND CONDITIONS

- 5.1 Only one banner per organization may be installed for a specific event during any given one-week time period. A banner may remain in place for a maximum period of one week.

- 5.2 A banner advertising a specific event or project may be installed only once in any calendar year.
- 5.3 No banner shall be permitted on the day of the Dogwood Parade. Organizations may apply for banner site hangings for the one-week period prior to the day of the Dogwood Parade and for the one-week period beginning the day after the Dogwood Parade.
- 5.4 Banners may only be installed at the following location: Market Street at 3rd Street, N.E.
- 5.5 Banners may show the name of the sponsor on the bottom of the banner in letters which are legible, except that no words, symbols or logos shall be used that direct attention to a business operated for profit or to a commodity or service for sale. Any banner advertising a political candidate must comply with state law requiring identification of the individual or organization paying for the advertisement.

6.0 FABRICATION DETAIL

All banners submitted for installation must meet the following specifications:

- (a) Length: 20 feet
- (b) Height: 4 feet (a 1-foot runner for dates may be added)
- (c) Type of material: sail cloth or canvas
- (d) 4" double sewn hem along top edge and bottom edge. The rope must be sewn in.
- (e) 75 feet of 3/8" nylon rope threaded through top hem and 75 feet through bottom hem.
- (f) Several 3" to 4" elliptical cuts or half circles should be distributed over the banner for wind to pass through.

7.0 CONTACT

For more detailed information regarding banner hanging requests, inquiries should be directed to the Traffic Signal Shop by calling (434) 970-3362, Monday through Friday, between 7:30 a.m. and 4:00 p.m.

APPROVED: Maurice Jones

Date: 4-23-13

Amended: April 22, 2013