

# FILLMORE CITY STREET BANNER POLICY

## I. PURPOSE AND SCOPE

The Fillmore City Street Banner Policy allows for the placement of vertical banners from certain utility poles on Main Street. The banners shall be for advertising temporary community events that are cultural, educational, or for entertainment that will benefit the community as whole,

Fillmore City reserves the right to reject any application that is not in keeping with the intended use, deemed inappropriate, or that contains words or photographs advertising events contrary to the public health, safety and welfare of the community.

## II. ELIGIBLE PARTICIPANTS

Eligible participants are limited to community organizations, city and county government, the state of Utah, or governmentally owned educational institutions. An approved permit must be in place prior to placement of banners.

## III. PERMIT

Permit application forms may be obtained from the city office and must be completed and returned at least ten days prior to placement. A full color visual aid of the proposed banner must be submitted with the application. The application shall be reviewed by the City Recorder or designated staff member and approved by the Public Works Director.

## IV. FEE

No fee will be charged; the allowed use will be considered a public service that benefits the citizens.

## V. DISPLAY CRITERIA

- A. All Banners shall be constructed of materials that can withstand the normal and reasonable forces of nature for the length of time they are displayed.
- B. Banners shall be 24 inches wide and 36 inches long with a 4 inch pocket sewn into the top and bottom casing. Grommets shall be placed on all four corners.
- C. Banners shall be hemmed on all sides.
- D. Banners shall be designed in a manner that will compliment the city beautification effort of the historic main street area. Banners should not have a white background; colored banners with lighter lettering are preferred.

## VI. INSTALLATION, MAINTENANCE AND STORAGE

- A. Banners must be installed by a licensed contractor or by someone approved by the City Public Works Director. The Applicant is responsible for all costs associated with installation, maintenance and removal of the banners.
- B. All banners must be kept in good repair by the applicant. Any banner found, by the city, to be in a deteriorated condition shall be removed by the applicant's contractor.
- C. Fillmore City shall not be responsible for theft or damage caused by the removal or installation of the banners. Storage of banners shall be the responsibility of the owner.
- D. Damage to utility poles caused by the banners, the installation or removal, shall be repaired at the applicant's expense.
- E. No banner shall be installed prior to permit approval.

## VII. DURATION OF DISPLAY

Street banners may be placed for a period of at least seven days but not more than thirty days.

## VIII. PROHIBITED DISPLAYS

- A. Banners containing advertisement for private or personal use.
- B. Banners with personal messages.