RESOLUTION NUMBER 11-2013

A RESOLUTION ADOPTING THE CITY OF GREER VERTICAL LIGHT POLE BANNER POLICY

WHEREAS, Council finds it necessary to adopt a Vertical Light Pole Banner Policy to address future requests from non-profit organizations advertising upcoming events and activities in the City of Greer; and

WHEREAS, Council is committed informing citizens of local community events, announce cultural, educational, and civic events, including City sponsored and co-sponsored events; or provide information concerning available community programs and services; and

NOW, THEREFORE, BE IT RESOLVED the City Council of the City of Greer hereby:

1. Adopts the attached City of Greer Vertical Light Pole Banner Policy.

This resolution shall be effective upon approval by the Council of the City of Greer.

CITY OF GREER, SOUTH CAROLINA

Richard W. Danner, Mayor

ATTEST:

Tammela Duncan, Municipal Clerk

Edward Driggers, City Administrator

Approval Date: September 10, 2013
CITY OF GREER POLICY FOR THE PLACEMENT AND DISPLAY OF VERTICAL BANNERS ON CITY LIGHT POLE FIXTURES

PURPOSE: The City of Greer makes available certain light pole fixtures for the placement and display of vertical banners that describe and notify citizens of local community events, announce cultural, educational, and civic events, including City sponsored and co-sponsored events; or provide information concerning available community programs and services.

ADMINISTRATION: Placement and display of vertical banners on City light pole fixtures shall be reviewed and administered in accordance with this policy by the City Administrator.

ELIGIBILITY: Those eligible to apply for placement and display of banners on City light pole fixtures shall be limited to charitable organizations, local government units, non-profit institutions located in the Greer area, and local civic organizations, but not including political organizations.

DISPLAY LOCATIONS: There are twenty (20) city light pole fixtures available for placement and display of vertical banners for events held outside of Greer Station. These fixtures are located on Poinsett Street (from Miller Street to Cannon Street), Victoria Street (Corner of Poinsett Street), North Main Street (From the intersection of Poinsett Street to the Greer Heritage Museum). A map referred to as Option A reflects the available display locations included in the application packet.

- For events held in downtown Greer on Trade, Victoria, and Randall Streets, sixteen (16) additional city light pole fixtures may be available for placement and display. These applications will be at the discretion of the City Administrator. A map referred to as Option B reflects the available display locations provided if approval is granted.

APPLICATIONS: Applications for the placement and display of vertical banners on City light pole fixtures may be acquired from the City Administrators office. Completed applications must be submitted to the City Administrator and shall be approved only if the application is in compliance with all criteria set forth in this Policy.

- Applications must be submitted no later than sixty (60) days prior to the first date of the proposed display period.
Applications may be submitted starting November 1st for placement and display of banners between January 1st and December 31st of the following year.

Applications must contain proof of eligibility as a local government unit, charitable organization, non-profit institution, or local civic organization operating in the Greer area.

Display locations have been clearly identified on the location map in the application package.

Applications must clearly identify the starting and ending dates the banners are to be displayed. The starting and ending display dates must take place during the available times as identified in the application package.

A colored rendering, scaled drawing, or photograph of the proposed vertical banner, including dimensions and descriptions of materials and colors to be used must be provided with each submitted application.

All application and banner installation/removal fees must be paid once this application and banner locations are approved, and before banners are installed.

Eligible organizations may only submit one application per year.

PROHIBITIONS: The following items are prohibited on banners.

- Fluorescent colors and reflective surfaces
- Reflective-colored materials that give the appearance of changing color
- Any attachment, component, or material that gives the effect of movement or animation
- Single-side banners (the design must be on both sides of the banner)
- Pockets for the insertion of the banner message
- Commercial business advertising logos or promotions of for-profit companies except for logos of businesses that are sponsoring the event or program
- Any message that may cause confusion with or imitate a traffic control device
- Statements, words, or pictures of an obscene, pornographic, or immoral character
- Statements, words, or pictures promoting a political candidate or cause
- Statements, words, or pictures endorsing a specific religious belief or referencing religious sentiments in general

PRIORITY PLACEMENTS AND BANNERS: Priority shall be determined on a first-come, first-served basis, based on the date and time a completed application is received.

Priority is provided for certain banner placements and display times. The placement and display of vertical banners on light pole fixtures for events such as Greer Family Fest (Month of April into mid-May), Oktoberfest (Month of September into mid-October), seasonal themes, and use of light pole fixtures for city Christmas decorations (Months of November, December into mid-January) or other decorative banners designated by the City of Greer shall have precedence over all other banners. Other banners will not be displayed during these designated times.

City of Greer Banners may be used in addition to Applicant’s vertical banners on light poles during the rental period if light poles are available.

PERIOD OF DISPLAY: Generally, vertical banners may be displayed for no more than two (2) weeks at a time, and only one event in a given time period, with the exception of city banners. The City Administrator may limit the time for display to permit other banners to be posted.
Banners for events referenced in this policy as having priority over others shall not be subject to the display time limitation.

**DESIGN:** Vertical banners for display on city light pole fixtures must satisfy the following design criteria:

**Fabric:** Fabric must be of a durable material able to withstand the elements including rain, ice, snow, heavy winds, sun, and temperature changes. The fabric must be fire-resistant, opaque, and have colorfast dyes. Lighter fabric colors such as white, yellow, and tan may need a “block out” insert installed to make the banner opaque. Examples of acceptable fabrics include 100% marine acrylic (9.25 oz./yd²), acrylic-coated polyester (9.6 oz./yd²), acrylic-coated polyester/cotton blend (14 oz./yd²), and vinyl (18 oz./yd²). Vinyl fabric is not recommended for display in temperatures below freezing, since the fabric may crack in cold weather. Nylon fabric is not recommended for outdoor display. 100% solution-dyed acrylic fiber is preferred over acrylic-coated fabric since this fabric (also known under the brand name Sunbrella®) resists fading better.

**Size:** All vertical banners are to be a nominal dimension of 24 inches wide by 48 inches tall. This is measured with the banner lying flat and includes the finished hems. The length shall not be achieved by means of loop, cords, ties, or any other similar method. Banner arm brackets will not be moved to accommodate an alternate size (i.e. Due to design or stretching of the fabric).

**Hems:** Top and bottom hems are to be 2 ½ inches wide and open at both ends. The hem stitching is to be double-needle stitching at both the top and bottom hems using #138 polyester or nylon bonded threads in colors that match the fabric color unless otherwise specified. Double-lock stitching and double fabric along the pocket is recommended. Double-rolled side hems with doublelock stitching and back stitching in areas of stress are also recommended.

**Grommets:** A solid brass number two (#2) spur grommet is to be placed at the inner edges of the banner at both the top and bottom with the center of the grommet within 1 inch of the side edge. The top grommet is to be placed on top of the double-needle stitching. Four grommets placed at all four corners is recommended since it will allow the banner to be reversed in the event greater fading is experienced on one side versus the other side over time.

**Inks:** Banner inks must be UV resistant permanent pigment inks that will bond totally to the fabrics. The inks must not crack, peel or otherwise come off under exterior exposure. All ink colors are to be opaque and non-bleeding. Vertical banners intended for more than one use shall have inks with UV properties that must allow at least one full year of exposure with no more than 10% fade.

**Content:** Logos or names of for profit business sponsors shall not take up more than 25% of the banner display spaces. All banners containing the official City of Greer logos and brands will only be provided by the City of Greer and as approved by the City Administrator prior to placement.
INSTALLATION & REMOVAL: Banner must be provided to the City of Greer Parks and Recreation Department no later than one (1) week prior to the first date of scheduled display. City personnel shall install all banners on City light pole fixtures. The applicant and the City staff will arrange installation or removal of banners, weather permitting. No one other than the City staff is permitted to install or remove banners on City light pole fixtures. If the applicant does not retrieve their banners from the City of Greer Parks and Recreation Department within fourteen (14) days after removal, the banners shall become the property of the City of Greer and may be disposed of.

REJECTION OF BANNERS IN POOR CONDITION: If it is determined that the condition of a vertical banner is too poor to be installed (for example, due to fading, wear-and-tear, age, stretching, etc.), the banner may be rejected for installation.

FEES: The following fee must be paid once this application and banner locations are approved, and before the banners are installed.

Installation /Removal Fee: $24 per banner

Minimum/Maximum Number of Banners: 10 Minimum/20 Maximum**

** For events held in downtown Greer on Trade, Victoria, and Randall Streets, sixteen (16) additional city light pole fixtures may be available for placement and display. Light pole locations are highlighted in the Option B Map. These applications will be at the discretion of the City Administrator.

HOLD HARMLESS & INDEMNIFICATION: The applicant on behalf of the organization submitting an application shall agree, to the fullest extent permitted by law, to defend, pay in behalf of, indemnify and hold harmless, the City of Greer, its officers, and employees or others working in behalf of the City of Greer against any and all claims, demands, suits or loss, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Greer, its officers and employees or others working in behalf of the City of Greer, by reason of personal injury, including bodily injury or death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with the placement and display of vertical banners on City light pole fixtures.

The applicant, on behalf of the organization understands and agrees that the City of Greer is not responsible for the damage that may occur to the banners from any cause.

DISPUTE RESOLUTION: Denial by the City Administrator of a request to display vertical banners on City light pole fixtures or any other dispute concerning the administration of this policy may be appealed to Greer City Council.
VERTICAL BANNERS APPLICATION

This application must be completed and submitted to the City Administrator’s office no fewer than sixty days (60) days prior to the first date of the proposed display period. Applications may be submitted starting November 1 for placement and display of banners between January 1 and December 31 of the following year. Applications must contain proof of eligibility as a local government unit, charitable organization, non-profit institution, or local civic organization operating in the Greer area. Any misrepresentation or deviation from the information and dates described herein may result in the immediate revocation of the permit.

The information requested by this form will be used to determine your eligibility for the permit requested. Completed forms may be released upon the request of any citizen as provided by the Freedom of Information Act. Completion of the form is voluntary; however, failure to do so will prevent your application from being processed. Incomplete applications will be returned.

Organization: __________________________________________________________

Federal ID #: __________________________________________________________

Address: ______________________________________________________________

City: ___________________________ State: _______ Zip: _______________________

Event: __________________________

Event Date: ________________ Event Location: ____________________________

Start Date Requested for Banner Display: ________________________________

End Date Requested for Banner Display: ________________________________

Banner Location (based on option maps): □ Option A □ Option B

The following fee must be paid once this application and banner locations are approved, and before the banners are installed:

Installation/Removal Fee: $24 per banner

Please note that there is a 10 Banner Minimum and a 20 Banner Maximum*

* For events held in downtown Greer on Trade, Victoria and Randall Streets, additional city light pole fixtures may be available for placement and display. These applications will be at the discretion of the City Administrator.
Hold Harmless Clause

Permittee/organization hereby shall assume all risks incident to or in connection with the permitted activity and shall be solely responsible for damage or injury, of whatever kind or nature, to person or property, directly or indirectly arising out of or in connection with the permitted activity or the conduct of permittee’s operation. Permittee hereby expressly agrees to defend and save the City harmless from any penalties for violations of law, ordinance, or regulation affecting its activity and from any and all claims, suits, losses, damages or injuries directly or indirectly arising out of or in connection with the permitted activity of conduct of its operation or resulting from the negligence or intentional acts or omissions or its officers, agents and employees.

Organization Representative: __________________________

Position Title: __________________________

Business Phone: __________________________ Mobile Phone: __________________________

I have been given a copy and agree to abide by the Policy for the Placement and Display of Vertical Banners on City Light Pole Fixtures.

__________________________ (initial)

Applicant Signature __________________________ Date __________________________

City Administrator __________________________ Date __________________________

Submit completed application to:

City Administrator’s Office
Greer City Hall
301 E. Poinsett Street
Greer, SC 29651