

City of South Lyon  
**APPLICATION FOR BANNER INSTALLATION**  
**On Light Poles or Over-the-Road**

Date Application Submitted: \_\_\_\_\_

Applicant Organization Name: \_\_\_\_\_

Applicant Contact's Name: \_\_\_\_\_ Ph #: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Person Responsible for Event: \_\_\_\_\_

Event Date(s) \_\_\_\_\_ Event START Time: \_\_\_\_\_ Event END Time: \_\_\_\_\_

Event Description: (Attach narrative and related materials)

Banner DESIGN Attached: Yes \_\_\_\_\_ No \_\_\_\_\_

DESIGN REVIEW: Banner Meets the Design Guidelines: Yes: \_\_\_\_\_ No: \_\_\_\_\_

PERMIT FEES: (Fees must be paid at time of application)

A. Light Poles:

1. One Block (Every Other Pole):..... \$ 90.00.

2. All of Lake & Lafayette Street (Every Other Pole).... \$ 180.00.

B. Over-The-Road:..... \$ 180.00.

TOTAL FEE: \$ \_\_\_\_\_ PAID: Yes: \_\_\_\_\_ No: \_\_\_\_\_

Location Requested: \_\_\_\_\_

Banner Size:

A. Light Pole: inches high, inches wide: Yes: \_\_\_\_\_ No: \_\_\_\_\_

B. Over-The-Road:

1. 2 Feet, 6 inches Height/Width: Yes: \_\_\_\_\_ No: \_\_\_\_\_

2. 20 - 30 Feet Long: Yes: \_\_\_\_\_ No: \_\_\_\_\_, Actual Length: \_\_\_\_\_ feet.

\_\_\_\_\_  
Applicant's Signature:

\_\_\_\_\_  
Responsible Party's Signature:

APPROVED ( )

DENIED ( )

\_\_\_\_\_  
Economic Development & DDA Director