

**CITY OF SOUTH LYON**  
**BANNER POLICY FOR LIGHT POLES & OVER-THE-ROAD BANNERS**

1. **ELIGIBILITY:** The organization requesting the banner and holding the event or activity must be a non-profit or governmental entity (Group/Organization).
  
2. **GROUP/ORGANIZATION PRIORITY:** The banner space availability will be based on the prioritization listed below. Space is on a first come basis under this prioritization ladder:
  - A. Level 1: Non Profit (NP) Group based in South Lyon, event held in Downtown South Lyon
  - B. Level 2: NP Group based in South Lyon, event held anywhere in the City of South Lyon
  - C. Level 3: South Lyon School District Events at South Lyon and South Lyon East High Schools
  - D. Level 4: NP Group based outside of South Lyon, with the event held in the City of South Lyon

NOTE: In the event that the City of South Lyon or the DDA seek to hang a banner during a time that has been requested by another organization, the City or DDA shall receive priority (See Pg. 3)

3. **PERMITS AND FEES:**

- A. Temporary Banner Permits are valid for thirty (30) days from the date of issue, or for a defined season, ninety (90) days, with start and end dates.
- B. Three (3) temporary banner permits may be obtained within a twelve (12) month period.
- C. The application fee for each permit request (not for each banner as in the case of multiple light pole banners), as established by the City of South Lyon, shall be as follows:
  - 1) **Light Pole Banners/One-Block:** The fee for installation and removal of "Light Pole Banners", **for One-Block**, every other banner armed pole\*, both sides of the street, by the South Lyon Department of Public Works (DPW) shall be **\$90.00.**
  - 2) **Light Pole Banners/Multiple Blocks:** The fee for installation and removal of "Light Pole Banners" for Multiple Blocks, every other banner armed pole\*, both sides of the street, by the DPW shall be **\$180.00.**
  - 3) **Over-The-Road Banners:** The fee for installation and removal of the "Over-The-Road" Banner on N. Lafayette Street, by the South Lyon Fire Department (SLFD) shall be **\$180.00.**

\*Light poles with banner arms are located at every other pole. Banners by Non-Profit Organization banners will be placed on every other banner arm pole (which is every fourth pole).

4. **DEFINITIONS:** There are two (2) types of banners governed by this policy.
  - A. **"Light Pole Banners"** are those banners which can be placed on pedestrian light poles within the DDA District. They are vertical in design and orientation and they are placed on two arms attached to the light pole. The bottom of the banner must be at least 8 feet from the surface of the sidewalk.
  - B. **"Over-The-Road Banners"** can be placed horizontally over N. Lafayette Street. That is the only location now available in the City for this type of banner. The bottom of the banner must be no

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lower than 14 feet from the surface of the pavement on N. Lafayette Street per Road Commission of Oakland County (RCOC) standards.

5. DESIGN: All banners shall meet the following requirements (A – D):
  - A. Dimensions:
    - 1) Light Pole Banner **height** must be 36 inches high and a **width** of 18 inches (or banner will not be hung).
    - 2) Over-The-Road Banner **height** (the banner itself) must be 2 feet, 6 inches high (material width) and 20 feet in **total length** (material width).
  - B. Materials:
    - 1) Over-The-Road Banner Materials: **Mesh** only, for air flow, to reduce wind load
  - C. Grommets:
    - 1) Must be on the top and bottom corners of the banner (all banner types)
    - 2) Should be ½ or ¾ inches in size (all banner types)
    - 3) Should be placed no less than 16 inches and no more than 24 inches apart (Over Road)
  - D. Double Sided (Mesh, back to back)
6. SPONSORS: There shall be no advertising on the banner, other than the identification of sponsors of the event or activity
7. INSURANCE: The organization requesting the banner placement shall provide evidence of liability insurance in the minimum of \$400,000 and shall have The City of South Lyon listed as an additional insured on the certificate of insurance. Evidence of insurance must be provided before the banner is approved.
8. PLACEMENT:
  - A. All **“Seasonal”** or “Non-Seasonal, individual event” Light Pole Banners shall be a maximum of every other banner arm pole.\* In that manner we can intersperse additional banners on the unoccupied, every other banner arm poles.

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- B. **“One Block Placement”** may be provided for events which occupy a specific location or footprint, such as:
  - 1) E. Lake Street (Lafayette to Wells Streets), for the “Lake Street Cruise-In Car Show”
  - 2) S. Lafayette Street (Lake to Liberty Streets), for the Farmers Market
- C. The organization shall indicate whether the banner is to be placed on **Lake Street or Lafayette Street** only or on both streets.
  - \*Light poles with banner arms are located at every other pole. Banners by Non-Profit Organization banners will be placed on every other banner arm pole (which is every fourth pole).

### 9. LOCATION / PRIORITY:

The organization (Section 2, Level 1, 2, 3 or 4) may request that a banner be hung at each location, but in such case will indicate its first choice. In the event that another organization requests the second location during the same time period, the organization requesting both locations will only be allowed a banner at its first choice. In the event the City or DDA seek to hang a banner during a time that is requested by another organization, the City or DDA shall receive priority for their regularly scheduled annual events, or any event which takes place with a 120 day notice.

### 10. DURATION/TIME FRAMES:

- A. Over-The-Road Banners shall be hung for a maximum of three (3) weeks prior to the event and shall be removed within 5 working days after the event.
- B. Light Pole Banners can be:
  - 1) **Seasonal/Seasonal Event Series**, include City Seasonal icon banners with graphics representing the four seasons of the year; School athletic programs; and, for an “event series” (ie: Lake Street Cruise-In Car Show on the 4<sup>th</sup> Wednesday of the Month, May through August); or
  - 2) **Non-Seasonal Individual Event**, include DDA Ladies Night Out, Cool Yule, Pumpkin Fest. The Banners shall be hung for a maximum of three (3) weeks prior to the event and shall be removed within 5 working days after the event.

### 11. APPLICATION REQUIREMENTS:

- A. Applications (See attached) are available on-line at the City’s website and at City Hall
- B. Banner Placement shall be approved (provided applications and fees submitted are correct) as follows:
  - 1) For applications received 31 days or more before an event, banner placement shall be approved based on the prioritization ladder (See items 8 and 9 above). Example, an application received first but deemed to be a Level 3 can be bumped by a Level 2 or 1 until 31 days before the event. Thirty days (or less) before the event, bumping will not be permitted, except by the City or DDA.

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- 2) For applications received 30 days or less before the event, banner placement shall be approved on a first-come basis. "Bumping" will not be permitted, except by the City or DDA.
- C. The applicant organization is responsible for delivering the banner to the City of South Lyon DPW or Fire Department, at least one week before the scheduled installation of the banner, as follows:
  - 1) The South Lyon Fire Department will handle placement of the Over-The-Road Banners; while
  - 2) The City DPW will handle placement of the Light Pole Banners.
- D. The applicant organization is responsible for picking up its banner(s) at the DPW or Fire Department no later than one week after it is removed. In no event shall the DPW or Fire Department be responsible for storage or maintenance of the banner(s).
- E. Applications for banner installations shall be submitted to the City of South Lyon for processing. Applications will be accompanied by the required fee or will not be processed.
- F. The City of South Lyon City Council shall have the authority to amend this policy, including the fees established in item 3 (Permits and Fees) above.

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June 25, 2018

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