

VILLAGE OF WINFIELD
STREETLIGHT BANNER POLICY



February 8, 2017

Village of Winfield
Streetlight Banner Policy
February 8, 2017

A. Purpose

The Village of Winfield Streetlight Banner Program is designed to promote, celebrate, or commemorate the Village, non-profit or non-commercial community activities, events, or significant community achievements or anniversaries. Banners should be used as a means of increasing the aesthetic appeal of the Village's streetscape through beautiful and decorative graphics and to increased attention to Village-sponsored organizations and events.

B. Policy Statement

Village-owned banners shall have priority on being installed, and the Village Board shall approve any additional sponsor banners for display under the terms of this policy and such reasonable requirements that the Village Board determines.

This policy is intended to provide guidance to banner sponsors and Village staff regarding the process to be followed reviewing a request for the installation of banner(s) on Village-owned streetlights equipped with vertical banner holders ("Banner Facilities"). The purpose of these guidelines is to regulate the size, design, identification, content, location, and installation of streetlight banners along public rights of ways within the Village. Banner sponsors may be other units of local government and local not-for-profit organizations. Sponsor banners are limited to promotion of local community activities, events or significant community achievements or anniversaries.

C. Policy Standards

Sponsor banners along all public rights of ways throughout the Village shall strictly conform to the following guidelines:

i. Size & Design

Banner designs must be submitted to and approved by the Village of Winfield or its designee, the Economic Development and Communications Commission. A scale drawing or sketch of the banner should be submitted for approval. All designs must conform to the standards listed and displayed in Appendix A.

ii. Manufacturing

Sponsors shall supply their own banners that shall conform to the standards listed and displayed in Appendix A and the provisions of this policy. The design must be approved by the Village of Winfield or its designee, the Economic Development and Communications Commission. BANNERS SHOULD NOT BE MANUFACTURED PRIOR TO DESIGN APPROVAL.

iii. Duration

Installation of banner(s) shall take place no more than thirty (30) days prior to the date(s) of an event or festival, and shall be removed within five (5) business days following the conclusion of said event or festival. Any banner may be removed sooner than the agreed upon time should the Village of Winfield determines that the Village requires the use of the Banner Facilities.

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iv. Location

Placement of banners shall be considered on streetlight Banner Facilities along all public rights of way. Sponsors may request the location(s) for displaying approved banners, subject to approval by the Village.

v. Installation and Removal

Banners shall be installed and removed by Village of Winfield personnel only or by their designees. The Village shall charge a fee for the cost of installation and removal.

vi. Prohibited Advertising

No banner(s) shall be accepted by the Village for display on streetlights which includes messages:

1. Advertising the sale of any product or service by a commercial entity
2. Containing advertising for or against any political candidate, referenda, ballot question, political party, or related to any other partisan political purpose
3. Containing images or words deemed vulgar or obscene or which promote, advertise or otherwise make reference to illegal or unlawful activity
4. Display the names of any candidate for public office or for anyone currently serving in a public office.

The Village of Winfield may refuse or withdraw approval for a banner or sponsor at any time.

D. Approval

New banner requests shall be submitted to the Village of Winfield, to be reviewed by the Economic Development and Communications Commission, which shall submit its recommendation to the Village Board for final action. The Village Manager is authorized to approve banner applications for the same banner in subsequent years after initial approval by the Village Board.

The following items must be submitted to the Village of Winfield to request the creation and/or installation of a sponsor banner(s):

- An original, completed, signed copy of the Banner Display Application
- Banner design, drawn to scale and in color
- Any additional information requested by the Village

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VILLAGE OF WINFIELD
Incorporated 1921

STREETLIGHT BANNER DISPLAY APPLICATION

(This application should be submitted at least 90 days prior to the date of display)

The Village of Winfield Streetlight Banner Program is designed to promote, celebrate, or commemorate the Village, non-profit or noncommercial community activities, events, or significant community achievements or anniversaries. All banners must comply with the Village of Winfield Streetlight Banner Policy.

Banners should be used as a means of increasing the aesthetic appeal of the Village's streetscape through beautiful and decorative graphics and to increased attention to Village-sponsored organizations and events.

Banner Information		
_____		_____
<i>Applicant Name</i>		<i>Telephone No.</i>
_____		_____
<i>Contact Name</i>		<i>Telephone No.</i>
_____		_____
<i>Activity or Event Name</i>		<i>Activity or Event Date(s)</i>
Information regarding date(s) and location(s) of proposed banner display(s)		
<i>Number of banner(s)</i>	<i>Starting date</i>	<i>Ending date</i>
<i>Activity or Event Description</i>		
<i>Preferred location(s) for display of banner(s) (marked map acceptable)</i>		
Signed: _____ Applicant		

SUBMIT COMPLETED APPLICATION AND BANNER DESIGN DRAWING TO THE VILLAGE OF WINFIELD - PAYMENT OF FEE IS DUE UPON APPROVAL

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THIS PAGE IS FOR VILLAGE USE ONLY

Received: _____
Date & Time

By: _____
Name

<i>The foregoing application was:</i>		
<i>Approved on (date):</i>		<i>Disapproved on (date)</i>
<i>If disapproved, reason(s) for disapproval</i>		
<i>Conditions of Approval:</i>		
<i>Start date of banner display:</i>	<i>End date of banner display:</i>	<i>Number of banners to be displayed</i>
<i>Permitted location(s)</i>		
<i>Fee Required: \$</i> _____		
<i>Approved/Denied by:</i> _____		
<i>Notice of Approval/Denial sent on</i> _____, 20__ <i>by</i> _____.		

APPENDIX A – STREETLIGHT BANNER SPECIFICATIONS

- Must be 48' long (including hemmed sleeves) by 24" wide
- Must be hemmed on top and bottom with 3.5" sleeve on top and 4" sleeve on bottom
- Must have metal grommets on left side of vertical immediately below top sleeve and immediately above bottom sleeve, and three grommets in the bottom sleeve, as depicted on the drawing below
- Must have design printed on both sides
- Must be constructed of durable material such as Sunbrella, Ultrafab or comparable material
- Text must be of a size and font that is easily readable by passing motorists

