

ADMINISTRATIVE POLICY FOR DOWNTOWN OVERHEAD BANNER PLACEMENT

I. PURPOSE.

The purpose of this policy is to establish the practice and procedure for the placement of overhead banners on the banner poles constructed for that purpose across Central Avenue downtown. The overhead banner poles may **only** be used by civic and non-profit organizations to announce community-wide events which have been approved in accordance with this policy.

II. PRACTICE.

The Public Works Department, under the direction of the Public Works Director, shall be the lead department in the administration of this policy. The City Public Works Department shall be responsible for submission of all banner permit applications to AHTD on behalf of the City and applicant. The Public Works Department shall develop an application form containing such information as deemed necessary by the City and AHTD.

III. PROCEDURE.

1. Requests for overhead banner placement shall be submitted, in writing, to the Public Works Department not less than 30 days nor more than 90 days prior to the desired display dates in order to comply with AHTD permit application submission regulations. In case of multiple applications for the same display dates, applications will be approved on a first-come, first-serve basis. The date of the receipt of the required fees shall constitute the application date, and the first day of the requested display period shall constitute the date of the event for purposes of this policy. Requesting organizations should contact the Public Works Department (111 Opera Street, telephone 321-6778) for an application form and instructions.
2. Application forms and instructions are available from the City Public Works Department. The application shall contain the name of the contact person for the requesting organization and such other information as the City may require. The contact person listed on the application form shall be the responsible party for purposes of this policy and its enforcement. There are two locations with banner poles available for use. One banner pole setup is located in the 100 Block of Central and the other banner setup is located at the intersection of Central Ave. and Prospect Ave. The requesting party may choose either/both locations unless it is already reserved.

3. At the time of application, the requesting party shall pay a display fee to the Public Works representative as shown in Attachment D. The display fee will be refunded should the application not be approved by either the City or AHTD. Banner installation and removal fees shall be paid directly by the responsible party to the installer.
4. Payment of display fees shall be made payable to the City of Hot Springs and remitted to the Public Works office.
5. For the purposes this policy, a “one-week display” shall begin on Tuesday and conclude on the following Tuesday. Ten-day displays shall begin on Friday and conclude on the second Monday thereafter. A two-week display shall begin on Monday and conclude on the second Monday thereafter. Display periods may not be prorated even if the banner is removed prior to the end of the display period as paid. Banners must not be removed on or before the end of the paid period and may not be installed prior to the commencement of the paid period as defined herein.
6. All overhead banners shall be installed by such third-party vendor (installer). Applicants cannot install banners. Banners may not be installed until all permits, fees and approvals are in place. The banner must be removed on the final day of the display period unless removal is prohibited by circumstances beyond the control of the responsible party. The responsible party shall make arrangements directly with the installer for installation, removal and return of the banner.
7. Overhead banners may be displayed not more than 14 consecutive days unless an extended display item is specially approved by the Public Works Director AHTD.
8. The requesting organization shall be responsible for all banner production costs and must deliver the banner to the installer complete and ready for installation in accordance with the specifications set forth hereinafter.
9. The organization will hold harmless the City of Hot Springs, Arkansas and the Arkansas Highway and Transportation Department from any damages which may arise from the placement of the banner.
10. Banners shall be constructed in accordance with approved specifications (Attachment A).

11. In addition to City approval, all requesting organizations must receive a banner permit from the Arkansas Highway and Transportation Department. **AHTD REGULATIONS REQUIRE THAT ALL BANNER MESSAGES BE OF NON-PROFIT NATURE.** The AHTD permit application is available from the City Public Works Department. AHTD applications must be submitted through the Public Works Department. The Public Works Department will submit to AHTD the application on behalf of the applicant and the City.
12. The banner poles are reserved by the City for holiday lighting from mid-November through January 1 of each year and therefore, are not available for use by other organizations during this period.

IV. CROSS REFERENCES.

This policy shall be used in conjunction with the City's Street Use Policy (Ordinance No. 4458, as amended [H.S.C. §10-8-5]) and the Special Event Policy (Resolution No. 4501).

V. EFFECTIVE DATE.

This administrative policy shall be effective from and after May 1, 2012. All previous editions are hereby suspended. Revisions and amendments, if necessary, shall be issued by the City of Hot Springs Public Works Department or the City Managers designee.

VI. ATTACHMENTS.

- A. Banner Construction Specifications;
- B. City Banner Pole Detail;
- C. AHTD Banner Placement Permit Form;
- D. Banner Fee Schedule.

Lance Hudnell
City Manager

DATE: May 1, 2012

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ATTACHMENT A

- a. Size: up to 48" high (outside edge) x 30' long;
- b. Banner must have a 3" hem along the top and bottom edge for cabling, with reinforced double stitching or heavy-duty grommets on top and bottom;
- c. Material shall be 18 oz. vinyl with wind slits, banner canvas (Sunbrella) with wind slits, mesh vinyl, or any other approved banner material capable of handling a major wind load;
- d. Banners must be printed on both sides;
- e. Banner message must be approved by the Public Works Department and **may not include any commercial or sponsor logo or advertisement**;
- f. Banners must be clean and serviceable;
- g. All banners must have grommets installed in all four corners in order to secure the banner from moving from side to side

ATTACHMENT D

BANNER FEE SCHEDULE

- One week display \$75.00
- Ten day display \$125.00
- Two week display \$150.00
- Banner installation and removal \$500.00*

* paid to third party contractor