



# CITY OF BEACON

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## **POLICY FOR BANNERS ACROSS MAIN STREET**

***PURPOSE:*** THE GUIDELINES BELOW ARE INTENDED TO ENSURE THAT BANNERS PLACED ACROSS MAIN STREET FOSTER AN ATTRACTIVE, WELCOMING ENVIRONMENT FOR THE CITY'S RESIDENTS AND VISITORS. THE CITY'S GOAL IS TO CREATE A LIMITED PUBLIC FORUM FOR ANNOUNCEMENTS OF COMMUNITY EVENTS AND PROGRAMS AS DEFINED BY THE CITY, ORGANIZED BY NOT-FOR-PROFIT ORGANIZATIONS OCCURRING WITHIN THE CITY OF BEACON. BANNERS THAT HAVE A PRIMARY PURPOSE OF ENDORSING OR PROMOTING COMMERCIAL INTERESTS AND BANNERS THAT CONVEY POLITICAL, CAMPAIGN OR RELIGIOUS MESSAGES ARE NOT PERMITTED.

ANNOUNCEMENTS OF COMMUNITY EVENTS AND PROGRAMS ARE FOR THE PURPOSE OF DESCRIBING AND NOTIFYING CITIZENS OF LOCAL COMMUNITY SERVICES; ANNOUNCING CULTURAL, EDUCATIONAL, AND CIVIC EVENTS, INCLUDING CITY SPONSORED AND CO-SPONSORED EVENTS; OR FOR PROVIDING INFORMATION CONCERNING AVAILABLE SERVICES OR PROGRAMS SPONSORED BY THE CITY.

### ***GUIDELINES***

1. The advertised event must be open to all members of the public on substantially the same basis as members of the sponsoring organization, must not discriminate on any legally impermissible basis, and must be suitable for persons of all ages.
2. Reservation applications must be made in writing on the City's Banner Permit Application Form and must be approved by the City Administrator. The exact wording of the banner must be indicated in writing on the permit application. Eligible applications will be approved on a first-come, first-served basis, except that first priority shall be given to events sponsored by the City. It is highly recommended that an applicant apply at least four (4) weeks in advance. The City will not accept reservations more than six (6) months in advance of the event, except for Annual Events which may reserve up to one (1) year in advance.
3. Every application must be accompanied by a check made payable to "City of Beacon" in the amount of \$200.00 to cover the cost of installation and removal of banners. If an application is denied, or if the City is unable to hang the banner due to construction conflicts or inclement weather, the application fee will be fully refunded. No refunds will be given once banners are hung.
4. All banners must be professionally printed on both sides, and made of durable, weather-resistant material such as double canvas, vinyl, or high-quality nylon or acrylic fabric. Banners that are excessively worn, faded, torn or otherwise damaged will not be accepted for display.
5. Banners must be delivered to the Highway Garage located at 30 Camp Beacon Road the week prior to installation. Banners may be dropped off 7:00 A.M. to 3:00 P.M., Monday-Friday excluding holidays. Banners are hung on Mondays, in the event of a holiday they are hung the following business day.
6. Each organization is permitted to have banners displayed for two (2) consecutive weeks per event, per year. Applicants can request two 2-week periods, for a maximum of 4 consecutive weeks. The City reserves the right to revoke the second set of weeks in the event another organization requests the second set of weeks and in such case, the fee will be refunded. Banners must be picked up within two (2) weeks of the removal date. Any banner not picked up in a timely manner will be disposed of on the date identified on the permit.