



EVENT BANNER PLACEMENT APPLICATION AND POLICY

I. PURPOSE:

The City of Ranson provides designated locations for the hanging of banners with the intent of advertising community events, be it for Arts organizations or Non-Profits and/or Not-for-Profit organizations. The purpose of this policy is to (1) complement the aesthetic appearance and/or improvement of the City of Ranson; (2) assist in the promotion of cultural, recreational and civic events sponsored by various groups throughout the City and community united in mission to improve the quality of life and offerings for Ranson residents and visitors; (3) support and promote special events, bringing increased attention and awareness to Ranson and its businesses and create an image of an economically vital, active and flourishing City; and (4) create an effective administrative process to manage a high quality municipal banner program. By constructing and maintaining banner display facilities, the City has not created a public forum for the exercise of free speech or other constitutional rights.

II. LOCATION AND PREFERENCE:

In the interest of controlling the number of banners being placed in the public spaces in and around Fairfax Boulevard/Lancaster Circle, the Ranson City Council has designated two locations in Lancaster Circle (which intersects with Mildred Street and Fairfax Boulevard in Old Town) and one location at the entrance of Potomac Marketplace along Route 9 to place banners announcing special events. These are the only locations where banners are permitted within the City.

The Ranson Public Works Department will facilitate the hanging of banners in such a manner as to not interfere with or obstruct access, activity or vision along the public right-of-way and such placement shall be subject to the written approval of the City Manager or his designee. The use of the designated locations shall be on a **first come, first serve basis** with preference as follows: (1) events sponsored or co-sponsored by the City or Ranson or any of its organizations; (2) non-profit events within Ranson which are free to the public; (3) free community events taking place within Ranson sponsored by a non-profit; (4) non-profit events that charge a fee for participation taking place within Ranson; and, (5) free community events sponsored by other than a non-profit taking place in Ranson. Events taking place outside of the City of Ranson are considered last.

III. CRITERIA AND PROCEDURES:

The following criteria and procedures shall apply to all requests for banner placement:

- The applicant must complete an Event Banner Placement Application and Policy form, which can be obtained from Ranson City Hall or by visiting the City's web site, <http://cityofransonwv.net/forms>. The application must be received by Ranson City Hall at least two calendar weeks prior to the placement of the banner.
- The exact legend of the banner must be indicated in writing (see specific area on application form). For the applicant's benefit, it is found that banners are most visually effective when kept simple; i.e., event, date, organization and logo. The City reserves to right to not hang banners that are not consistent with the submitted application.
- No commercial advertising construed to advertise, promote the sale of, or publicize any merchandise or commodity will be allowed, except a commercial entity's name and/or logo shall be allowed in cases where a sponsoring entity's name and/or logo is part of the name of the event. In such cases the

organization promoting the event may not construct the banner such that the sponsoring entity's commercial name is the most overwhelming aspect of the banner. Political advertising and/or announcements used to promote political candidates, parties or issues on or located in the public right-of-way on public property (even by a non-profit organization) is prohibited and shall not be permitted. A banner shall not have displayed thereon any message that portrays a traffic control device, or attempts to direct the movement of traffic. Banners shall not be approved that either in English, or by means of foreign or slang words or phrases, by use of phonetic, numeric or reverse spelling, or by being viewed in mirror image, would have the effect of alarming, threatening, offending or misleading a reasonable person in that the banner: (1) refers to intimate body parts or to sexual or excretory acts or functions; (2) refers in an alarming or offensive manner to a person or class of persons on the basis of race, color, gender (including pregnancy), ethnic heritage, national origin, age, disability, political affiliation, religion, sexual orientation, veteran status, or other characteristic; and/or (3) pertains or refers to illegal activities. Decisions on the appropriateness of the material will be governed by the City Manager or his designee. If the banner design and/or placement is denied by the City Manager, the applicant may appeal the decision to the City Council by requesting to be placed on the next available agenda of the City Council.

- Banners are subject to approval by the Ranson City Manager or his designee, subject to appeal to the Ranson City Council. Applicants are responsible for verifying that their banner has been approved. Banner approvals are not guaranteed and will only be hung upon availability of the Public Works staff. Then length of time that a banner is to be hung is not guaranteed and may be shortened at the discretion of the City Manager or his designee. Early removal of the banner for any reason, including wind damage, will constitute the end of the hanging period. Based on his/her judgment, as to the best interest of the City, the City Manager or his designee may determine which banners are to be given priority when there are multiple requests for the same time period.
- Poles in Lancaster Circle have been placed so that banners may either face Mildred Street or Fairfax Boulevard traffic. Applicants are permitted to provide double sided banners so that traffic can see it from two directions.
- Banners will be placed and removed by the Public Works Department, as time permits, but as close to the requested date as possible.
- Banners may be placed for up to fourteen (14) days prior to the date of the event and will be removed within seven (7) days after an event has ended. The applicant is responsible to pick up the banner within seven calendar days after its removal or at a reasonable time agreed to by the Department of Public Works. Banners not retrieved within seven (7) days will be discarded.
- The banner support poles are twenty (20) feet apart and the hardware used to attach the banners is similar to hardware used on flag poles. The hardware is fashioned to secure a banner of dimensions three (3) feet height by nineteen (19) feet length. The applicant's banner will need to have the appropriate material so that it can be attached in a secure manner. The City of Ranson is not responsible for anything other than placement and removal of the banner. **It is strongly recommended that the applicant become familiar with the support poles prior to purchase of the banner to make sure the banner can be secured to the support poles.**
- Banners must consist of the following specifications:
 - Any type of durable material suitable for outdoor conditions;
 - Semi-circular wind slits in banner;
 - Metal grommets at all corners;
 - Size shall be nineteen (19) feet in length and three (3) feet in height.
- The City of Ranson is not responsible for damage or loss caused by inclement weather or normal wear and tear.

I understand and agree to the above stated guidelines and policies.



APPLICATION FOR
EVENT BANNER PLACEMENT

NAME OF ORGANIZATION: _____

MAILING ADDRESS: _____

POC: _____ **PHONE:** _____

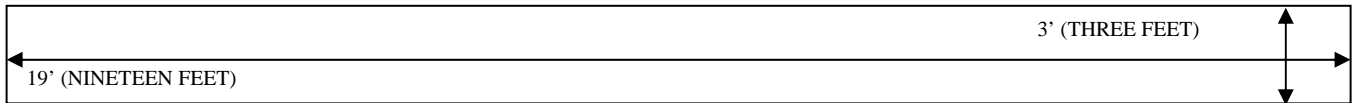
NAME OF EVENT: _____

DATE OF EVENT: _____ **DURATION OF EVENT:** _____

REQUESTED DATE OF BANNER PLACEMENT: _____

REQUESTED LOCATION OF BANNER PLACEMENT: _____

BANNER SIZE: (BANNERS MUST BE NINETEEN (19) FEET IN LENGTH AND THREE (3) FEET IN HEIGHT)



BANNER VERBAGE:

BANNER SKETCH:

FOR OFFICE USE ONLY: COMMENTS: _____

APPROVED

DENIED

SIGNATURE: _____