

STREET LIGHT BANNER POLICY

Introduction

Streetlight banners have been used extensively over the past several years as a tool to promote businesses, promote the City, enhance streetscape improvements, identify institutions and promote special events in Clayton.

It is the purpose of this policy to articulate regulations pertaining to the circumstances, character, location and other standards under which the City will permit the use of its facilities to display such streetlight banners. Permitting the placement of such banners should in no way be construed as establishment of a public forum for expression or promotion of ideas or opinions. The display of streetlight banners is limited to civic purposes such as identifying institutions which contribute to the civic life of the community; identifying distinct residential and commercial areas which lend a special character to the City of Clayton; increasing awareness of City-sponsored activities and events, and notifying the public of charitable endeavors which benefit members of the Clayton community. *No banners with the main intent of commercial advertising will be allowed. The determination of advertising will be at the discretion of the Director of Public Works.*

The City of Clayton is fortunate to have many major institutions located within its boundaries. These institutions, colleges, schools, as well as not-for-profit organizations call Clayton home and add to the cultural and civic quality of life. Streetlight banners allow these entities to identify areas of interest in the City.

Additionally, the City of Clayton and other civic organizations sponsor numerous special events throughout the year that showcase Clayton to the region and support cultural activities for Clayton residents. Streetlight banners serve as an effective and visually colorful method of advertising these civic events.

Clayton has a number of small business districts in addition to the Central Business District. These business districts support the commercial needs of both residents and the St. Louis region, providing

a variety of shopping experiences and products. Streetlight banners are beneficial to these business districts by identifying the service area and advertising district-wide special events. In addition, these commercial areas contribute to the City's fiscal stability.

It is recognized that the use of streetlight poles to display banners for civic organizations and business district purposes can be beneficial to all parties. The City is adopting and applying these policies and procedures to assure that the quality of Clayton's civic life is preserved and enhanced.

Permitted Locations

- 1) Banners for civic activities may be hung from streetlight poles in all or parts of commercially zoned districts, pursuant to the regulations contained in this document.
- 2) Banners for identifying the geographic boundaries of universities, schools and similar not-for-profit institutions and distinct residential neighborhoods may be placed on light poles on streets in, adjacent to and bordering the institution or neighborhood in all or parts of these areas, pursuant to the regulations contained in this document.
- 3) Banners identifying certain business districts recognized by the Clayton Business District Master Plan may be displayed in and adjacent to that business district, pursuant to the regulations contained in this document. Said banners should indicate the identity of the business district, but may not advertise any particular business or entity within the district except as allowed by the second paragraph of this policy.

Banner Specifications & Procedures

The following are procedures to be followed by all entities utilizing streetlight banners within the City of Clayton:

1. An application for permission to use a decorative streetlight pole (24 inches by 60 inches maximum) or roadway pole (30 inches by 84 inches maximum) or poles must be submitted to the Director of Public Works. Four complete sets of plans including a to-scale drawing depicting dimensions of the proposed banners, number and location of banners, type of brackets, and clearance

- from bottom bracket to ground must accompany the application.
2. Advertising of a specific product shall not be placed on banners. However, sponsorships may be allowed on banners provided they are no larger than $\frac{1}{4}$ of the total banner size and provided that the term "Presented by" or "Sponsored by" is included with the sponsor name or logo. No phone numbers will be allowed on any banner. Sponsors that are not located in the City of Clayton must gain the written approval of the City Manager. (Note: Sponsors whose name is included in the event title are allowable per this policy including those who are not located in Clayton.)
 3. Only non-staining fasteners, decorations, banners and attachments shall be used on or near lighting standards.
 4. The proposed banner must have adequate clearance from the bottom bracket to the ground (at least 15 feet for large banners on roadway poles, or at least 10 feet on decorative streetlight poles) and must not encroach into the street right-of-way. The Director of Public Works reserves the right to approve clearance levels.
 5. Stringing attachments or supporting devices between any lighting standards, or between lighting standards and other objects is prohibited.
 6. Banners that are torn, damaged, or faded shall be removed immediately following the notification to the permittee by the City of such a condition. If damaged banners are not removed immediately, the City shall remove them and permittee will be billed for the costs involved, unless otherwise agreed to by the City of Clayton. The owners of the banners will be notified as soon as practical following any removal by the City.
 7. Attachments shall be removed immediately after the event or within the time frame established by the Director of Public Works, generally no longer than sixty (60) consecutive days. This time frame can be extended by approval of the City Manager. This does not apply to Business District banners. In the case of conflicts regarding the use of light poles in the same timeframe, the use of the poles will be decided by who submitted the request first.

8. Unauthorized banners must be removed immediately upon notice of the Department of Public Works.
9. Permittee will be charged for any and all damage incurred as a result of making attachments to lighting standards. The City of Clayton will not be responsible for any damage to permittee's attachments as a result of street lighting maintenance operations or for damage resulting from any other cause.
10. Unless otherwise agreed to by the City, the permittee will be responsible for installing banners on existing banner brackets. Should additional brackets be needed, it will be the responsibility of the permittee to provide and install extra brackets. The permittee is hereby bound to hold harmless the City of Clayton from any and all damage which may be sustained by the City and all claims which may be made against the City by reason of any injury to person or damage to property resulting from any activity at each lighting standard in connection with the erection, maintenance or removal of permittee's attachments. For this purpose, a certificate of insurance providing at a minimum, \$100,000 for injury to any one person, \$500,000 for injury to any two or more persons, and \$50,000 for property damage, naming the City of Clayton as an additional insured.

CITY POINT OF CONTACT

The City of Clayton is anxious to work with institutions, not-for-profit entities and business districts to add this colorful attraction to Clayton City streets. This policy is designed to clarify procedures and to assure that installation is done in a manner which is safe and reflects the quality of life in Clayton. If you have any questions regarding this policy or the process for initiating a banner request, please contact the City's Public Works Department (314) 290-8540.

Policy adopted by City Manager March 4, 2006