

CITY OF IOWA CITY BANNERS' PROGRAM GUIDELINES



PROCESS

1. Request application; tentatively reserve requested month.
2. Submit application for review of design (at least 60 days prior to requested installation). Expect 1 week for review process.
3. Manufacture banners.
4. Deliver banners to Public Works Yard (Riverside Drive)
5. After banners are removed, collect banners from Public Works Yard (within 1 week). *If banners are not picked up or arrangements have not been made to pick up within 1 week after removal, the City will discard them.*

APPLICATIONS AND APPROVAL

All sponsors wishing to post banners shall complete and submit the banner application. Applications must be submitted no later than 60 days prior to the first day on which the sponsor wishes to post the banners. Except as provided in the Multiple Year Commitments section, applications for banner posting will not be accepted more than one year prior to the first day of intended posting.

All applications must be approved by the City. Approval must be obtained before a sponsor orders banners. In the event of concurrent requests, priority will be determined on the basis of the time of filing a completed application with the City unless otherwise specified in these guidelines.

Reservation periods are for whole months only, beginning with the 1st day of the month. City crews will make attempt to hang banners as close to the 1st of the month as possible. Months that may be available for reservations are February, March, April, and October.

PERIOD OF DISPLAY

Banners may be posted as long as 60 days with the length of posting to be determined by the City.

MULTIPLE YEAR COMMITMENTS

Banner sponsors may request, at the time of applying, a multiple year commitment for posting banners during the same or similar period in successive years. Such commitments, if granted, shall be for no more than two additional years after the first year. No one banner design shall be posted for more than three consecutive years.

DESIGN, COLOR, AND QUANTITY

Design and color of banners shall be tasteful and pleasing to the eye, and an enhancement (not a distraction) to the aesthetics of the area. Font size must be large and clear to read from a distance. All 41 banner locations must be utilized.

PURPOSES, CONTENT, AND SPONSORS

The City poles on which banners are mounted are not open for use by the general public. Banners will be selected by the City based on factors that are reasonably related to the governmental functions of the City, including the City's interest in welcoming visitors and providing information to the community about community activities and events.

Banners are encouraged for the following purposes:

- ◆ To welcome visitors
- ◆ To inform regarding a specific community (non-commercial) event
- ◆ To provide attractive seasonal decoration
- ◆ To note historic events and/or anniversaries of community interest
- ◆ To promote community activities and events
- ◆ To recognize special community events and occasions

Banners are not intended for the following purposes:

- ◆ Advertising or commercial promotions
- ◆ Political advertising for candidates or issues
- ◆ Solicitations for fundraising or charitable contributions
- ◆ Religious holidays or events
- ◆ Expressions of opinions or beliefs

SIZE, MATERIAL, QUALITY, AND MOUNTING SPECIFICATIONS

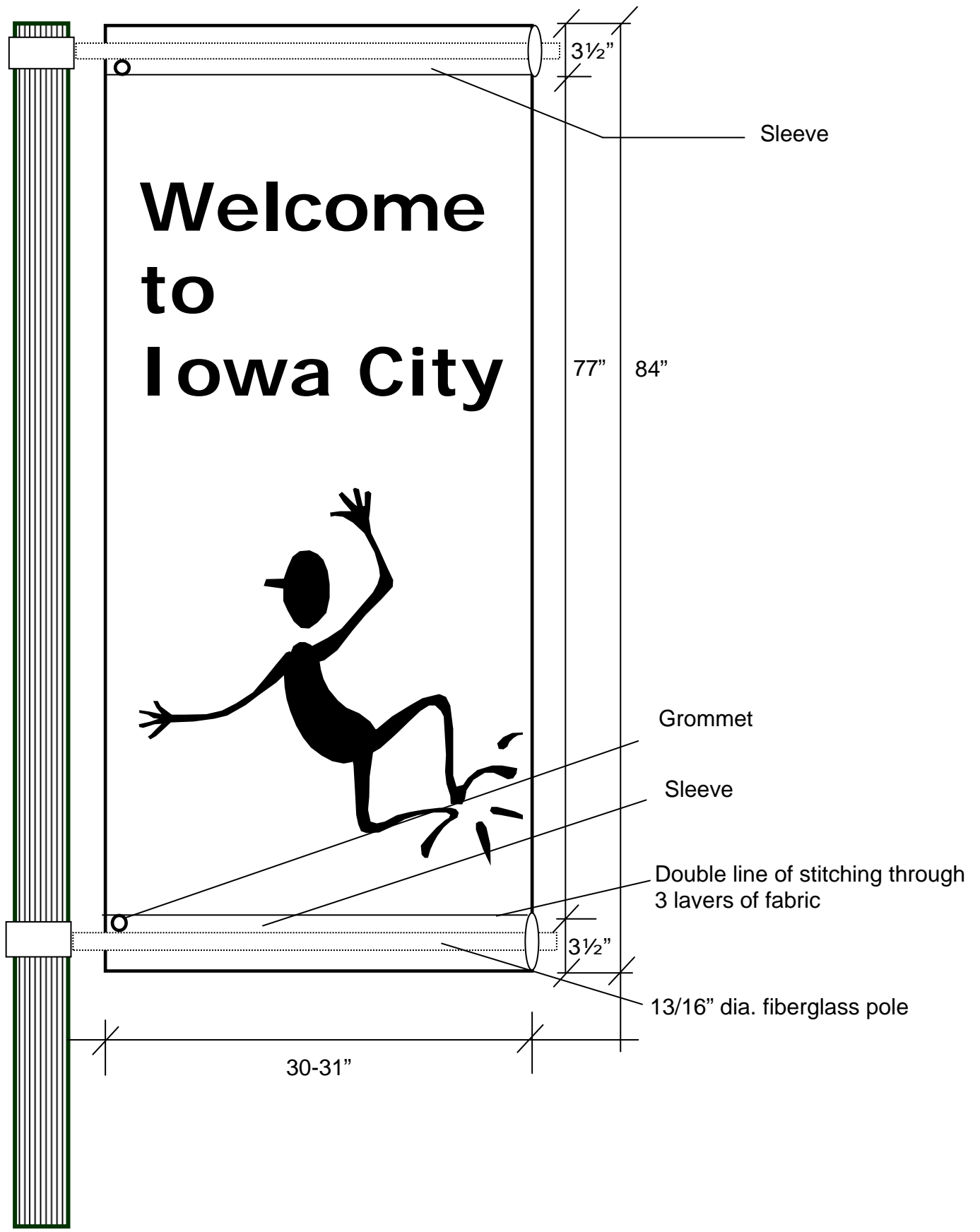
Finished Size. 30" wide by 84" long. All banners must be fabricated with the dimensions specified in the attached drawing. Adjustments to banner bracket hardware on poles will not be permitted to accommodate various banner lengths due to the substantial cost in time and bracket replacement.

Material. Heavy duty, weather-resistant, exterior fabric. Recommended materials include woven polyester with acrylic coating, vinyl coated nylon, acrylic canvas, coated polyester or woven cotton and polyester impregnated with polyester resin that are weather and wind resistant, non-shrinking, and non-fading.

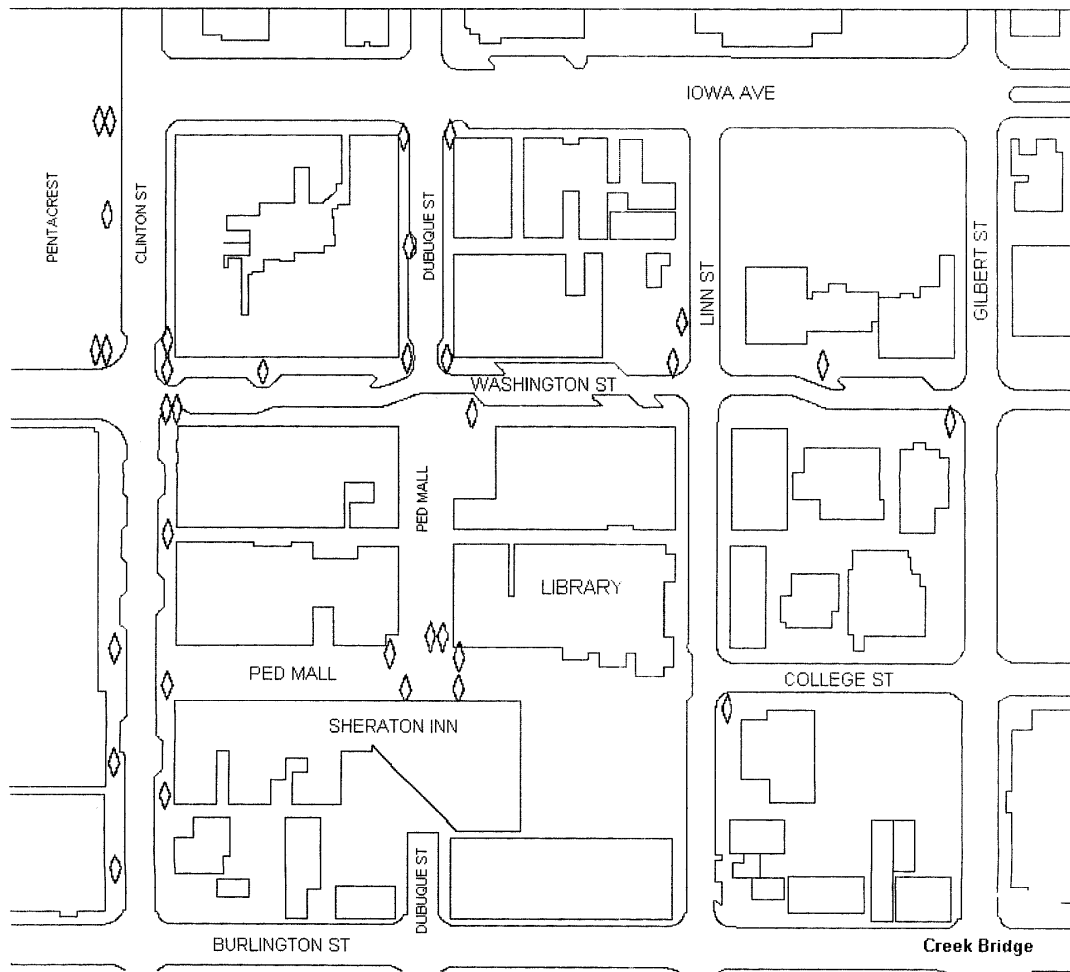
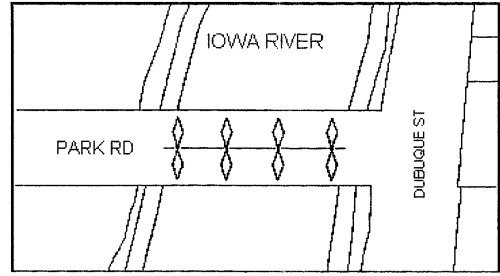
Edges. Hemmed or ravel resistant material.

Sleeves. 3½" to fit horizontal bracket

Securing Device. Brass grommets at top and bottom, on pole side of each banner permits securing to pole with appropriate weatherproof lashing.



BANNER LOCATIONS



IOWA CITY

BANNER DISPLAY APPLICATION

DATE SUBMITTED TO CITY: _____

ORGANIZATION NAME: _____

CONTACT PERSON: _____ PHONE: _____

STREET ADDRESS: _____ ZIPCODE: _____

CIRCLE MONTH(S) REQUESTED (NO MORE THAN 2):

February March April October

NUMBER OF YEARS REQUESTED: 1 YEAR 2 YEARS 3 YEARS

PURPOSE OF BANNER: _____

Attach a final color drawing with all specifications of your banner design to this page and submit to: City Manager's Office, 410 E. Washington Street, Iowa City, IA 52240.

List banner fabricator: _____

I agree to all provisions outlined in the Banner Program Guidelines. I understand if I do not pick up or make arrangements to pick up banners within one week after removal, the City will discard them.

Applicant Signature