

CITY OF CHELSEA AND CHELSEA DOWNTOWN DEVELOPMENT AUTHORITY POLICY ON VERTICAL BANNERS ON CITY LIGHT STANDARDS AND POLES

PURPOSE STATEMENT: The City of Chelsea and Chelsea Downtown Development Authority makes available certain City light standards and poles for the display of vertical banners in order to promote the visual interest and economic vitality of the Chelsea downtown and Main Street/M-52 corridor.

ADMINISTRATION: Placement of vertical banners on City light standards and poles shall be reviewed and administered in accordance with this policy by the Administrative Director.

ELIGIBILITY: Persons eligible to apply for and display vertical banners on City light standards and poles shall be limited to charitable organizations, local government units, non-profit institutions located in the Chelsea area, and local civic organizations, but not including political organizations.

DISPLAY LOCATIONS: City light standards and poles eligible to display vertical banners are those along Main Street, Middle Street, Park Street, South Street and Orchard Street in the downtown area and selected poles on M-52 as approved by MDOT in the South Business District.

APPLICATIONS: Applications for vertical banners on City light standards and poles shall be submitted to the Administrative Director and shall be approved only if he or she finds compliance with all criteria set forth in this Policy.

HOLD HARMLESS & INDEMNIFICATION: The applicant on behalf of the organization submitting an application shall agree, to the fullest extent permitted by law, to defend, pay in behalf of, indemnify and hold harmless, the City of Chelsea and/or the Chelsea Downtown Development Authority, its officers, and employees or others working in behalf of the City of Chelsea and Chelsea Downtown Development Authority against any and all claims, demands, suits or loss, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Chelsea and/or the Chelsea Downtown Development Authority, its officers and employees or others working in behalf of the City of Chelsea and/or the Chelsea Downtown Development Authority, by reason of personal injury, including bodily injury or death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with the display of the vertical banners on City-owned light standards and poles.

The applicant, on behalf of the organization understands and agrees that the City of Chelsea and/or the Chelsea Downtown Development Authority are not responsible for the damage that may occur to the banners from any cause.

APPLICATIONS: Applications for vertical banners on City light standards and poles shall be submitted to the Administrative Director and shall be approved only if he or she finds compliance with all criteria set forth in this Policy. Applications shall be submitted no later than fourteen (14) days prior to the first date of the proposed display period. Applications shall contain at a minimum the following information:

- Proof of eligibility as a local government unit, charitable organization, non-profit institution, or local civic organization operating in the Chelsea area
- Requested display locations and dates (*see limitations on display period in later section*)
- A colored rendering, scaled drawing, or photograph of the proposed vertical banner, including dimensions and descriptions of materials and colors to be used
- Fee for installation and removal of banners

DESIGN: Vertical banners for display on City light standards must satisfy the following design criteria:

Fabric: Fabric must be of a durable material able to withstand the elements including rain, ice, snow, heavy winds, sun, and temperature changes. The fabric must be fire-resistant, opaque¹, and have colorfast dyes. Examples of acceptable fabrics include 100% marine acrylic (9.25 oz./yd²), acrylic-coated polyester (9.6 oz./yd²), acrylic-coated polyester/cotton blend (14 oz./yd²), and vinyl (18 oz./yd²).²

Size: All vertical banners are to be a nominal dimension of 18 inches wide ($\pm 1/2$ inch). Length must be an actual dimension of 36 inches. This is measured with the banner lying flat and includes the finished hems. The length shall not be achieved by means of loop, cords, ties, or any other similar method.

Hems: Top and bottom hems are to be 2 ½ inches wide and open at both ends. The hem stitching is to be double-needle stitching at both the top and bottom hems using #138 polyester or nylon bonded threads in colors that match the fabric color unless otherwise specified.³

Grommets: A solid brass number two (#2) spur grommet is to be placed at the inner edges of the banner at both the top and bottom with the center of the grommet within 1 inch of the side edge. The top grommet is to be placed on top of the double-needle stitching.⁴

Inks: Banner inks must be UV resistant permanent pigment inks that will bond totally to the fabrics. The inks must not crack, peel or otherwise come off under exterior exposure. All ink colors are to be

¹ Lighter fabric colors such as white, yellow, and tan may need a “block out” insert installed to make the banner opaque.

² Vinyl fabric is not recommended for display in temperatures below freezing, since the fabric may crack in cold weather. Nylon fabric is not recommended for outdoor display. 100% solution-dyed acrylic fiber is preferred over acrylic-coated fabric since this fabric (also known under the brand name Sunbrella®) resists fading better.

³ Double-lock stitching and double fabric along the pocket is recommended. Double-rolled side hems with double-lock stitching and back stitching in areas of stress are also recommended.

⁴ Four grommets placed at all four corners is recommended since it will allow the banner to be reversed in the event greater fading is experienced on one side versus the other side over time.

opaque and non-bleeding. Vertical banners intended for more than one use shall have inks with UV properties that must allow at least one full year of exposure with no more than 10% fade.

Alternates for Banners with Changeable Dates: If dates, times or other information might change from one even to the next, the following alternatives are permitted:

- A small, add-on banner may be attached below the main banner. The small banner attachment shall be made of the same material as the main banner.
- A small piece of printed banner fabric with Velcro® backing may be attached to wide Velcro® strips on the main banner. The “patch” must be the same size as the Velcro® strips on the main banner and made of the same fabric as the main banner.



Prohibitions: The following items are prohibited on banners.

- Fluorescent colors and reflective surfaces
- Reflective-colored materials that give the appearance of changing color
- Any attachment, component, or material that gives the effect of movement or animation
- Single-side banners (the design must be on both sides of the banner, unless otherwise approved by the Administrative Director)
- Pockets for the insertion of the banner message
- Commercial advertising or logos of for-profit companies
- Any message that may cause confusion with or imitate a traffic control device
- Statements, words, or pictures of an obscene, pornographic, or immoral character
- Statements, words, or pictures promoting a political candidate or cause

BANNER PLACEMENTS AND RESERVATIONS

Priority for Certain Vertical Banners: Vertical banners for events such as the Hometown Holiday, Sounds & Sights, Farmer’s Market, and the Chelsea Community Fair or other seasonal or decorative banners designated by the City of Chelsea or Chelsea Downtown Development Authority Board of Directors shall have precedence over all other banners for display on City light standards and poles.

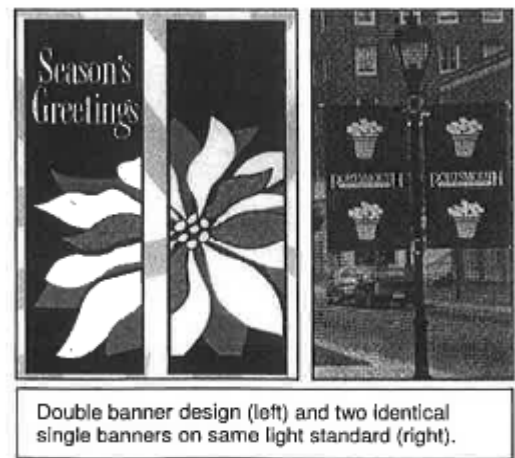
Chelsea District Library banners shall have precedence over all other banners, except those set forth above, for the City light standards on Main Street and Orchard Street, adjacent to the McKune Memorial Library.

If more than one application for vertical banners on City light standards or poles is received for the same time period, the Administrative Director will determine which applicant receives priority status. Priority shall generally be determined on a first-come, first-served basis, based on the date a completed application is received.

If it is necessary to accommodate requests for vertical banners on the same City light standard or pole for the same period, the Administrative Director may relocate vertical banners during the requested display period.

Preference for Double Banner Designs: Preference may be given for placement of double vertical banner designs (that is, two banners adjacent to each other on the same light standard to give the appearance of a single, large banner).

Two Dissimilar, Single, Vertical Banners Prohibited on the Same Light Standard: Two single, vertical, banners are prohibited on the same light standard or pole. A double banner design may be erected or two identical single banners may be placed on the same light standard or pole. Certain light standards and poles may only have hardware to accommodate a single banner.



Period of Display: Generally, vertical banners may be displayed for no more than four (4) weeks at a time. The Administrative Director may limit the time for display to permit other banners to be posted. Events that occur over a season such as Sounds & Sights and the Farmer's Market as well as other decorative banners designated by the City of Chelsea or the Downtown Development Authority Board of Directors shall not be subject to the display time limitation.

INSTALLATION & REMOVAL: The City Office must receive vertical banners no later than one (1) week prior to the first date of scheduled display. City personnel shall install all banners on City light standards and poles. The applicant and the City staff will arrange installation or removal of banners. No one other than the City staff is permitted to install or remove banners on City light standards and poles. If the applicant does not retrieve their banners from the City Office within fourteen (14) days after removal, the banners shall become the property of the City of Chelsea and may be disposed of.

REJECTION OF BANNERS IN POOR CONDITION: The Administrative Director may determine that the condition of the vertical banners is too poor to be installed (for example, due to fading, wear-and-tear, age, etc.) the banner may be rejected for installation.

FEES: The following fees shall be paid before the application is reviewed, banners spots are reserved and banners installed.

Application Fee: \$10

Installation & Removal Fee: \$20 for the first banner and \$5 for each additional banner

DISPUTE RESOLUTION: Denial by the Administrative Director of a request to display vertical banners on City light standards or poles or any other dispute concerning the administration of this policy may be appealed to the City Manager. For banners in the DDA district, the applicant may further appeal to the Chelsea Downtown Development Authority Board of Directors for a final determination.