

Delhi Township Street Banner Policy & Procedure

Adopted by Resolution: 2014-140, August 13, 2014

Delhi Township offers a Street Banner Program through which nonprofit organizations can reserve poles along major traffic corridors to celebrate and commemorate events throughout the year. The Township has partnered with a private, turn-key Service Provider to coordinate printing, installation, removal, and optional storage of street banners under this program.

Delhi Township shall issue permits to eligible applicants wishing to reserve poles for the display of street banners. ***The Township Administrator reserves the right of final approval of all banner designs and content.*** Permit Holders must adhere to certain design and content standards to ensure community benefit and consistency of aesthetic.

A general summary of eligibility criteria for banner permits is outlined below:

- Nonprofit organizations are eligible to apply for street banner permits. Written proof of a group's non-profit status is required to be submitted with the permit application.
- Permits for banner display are not transferable.

Banner content must provide a benefit to Delhi Township residents and visitors. Banners may be used to promote, celebrate, or commemorate holidays or events that are available to all Township residents. Guidelines for appropriate banner content are outlined below:

- Banners may not be used to promote or advertise commercial activities; political parties, issues, or candidates; sales or types of service.
- The use of unlicensed photos of minors requires signed consent from a parent or legal guardian.
- Banners may not include contact information such as telephone numbers, fax numbers, web site addresses, or street addresses.
- Banner content is subject to review and final approval by the Township Administrator, and all banners must be printed and installed only by the approved Service Provider.

Delhi Township shall work with Permit Holders and the Service Provider to coordinate reservations and display dates for approved street banners. To ensure adequate time for approval, modifications, and installation, Delhi Township has set the following timing guidelines for applicants:

- Banner applications must be received 30 days in advance of the proposed display date.
- Banner applications will be reviewed periodically for approval.
- Banners may be displayed for no more than 45 days.
- The township reserves the right to limit the window of display time.

- Permit Holders shall work directly with the Service Provider to coordinate the drop-off, pickup, and/or storage of banners in a timely manner.
- Applications by local organizations shall be given priority.
- In reviewing applications for approval, Delhi Township shall consider the dates requested and possible conflict involving other events or organizations.

To ensure a consistent aesthetic along major traffic corridors and to limit maintenance and procurement costs, Delhi Township has set shape, size, and condition requirements for street banners. Design guidelines are specified below:

- Banners must be 48” by 24” in size. Only one, rectangular banner may be installed per available pole, perpendicular to the roadway on the side of the pole opposite the street, to allow adequate clearance for emergency vehicles.
- Sponsorship/advertising for banners is permissible, up to 15% of banner area – this allows nonprofits to share expenses in producing banners.
- Permit Holders must reserve a minimum of ten poles.
- The location of available poles is subject to change and may be updated periodically to meet market demand and logistical needs.
- Banner designs may be produced by the applicant or through the Township’s contracted Service Provider. Applicants may be required to modify artwork upon notice from the Township or its Service Provider.
- The Township reserves the right to refuse banners that do not meet proper design or condition standards. Banners that are excessively worn, faded, torn, stained, or otherwise damaged will not be accepted for display.

The liability policy of Delhi Township under the Street Banner Program is outlined below:

- The Township retains ownership of all permanent rigging infrastructure. The Township is responsible for the repair of permanent infrastructure in the event of damage or loss.
- The Permit Holder retains full ownership of the banners. The Township is not responsible for any damage to or loss of banners.
- Permit Holders may request storage of banners to be displayed during multiple periods. Permit Holders must make this request at the time of reservation, and final approval is contingent upon the resources of the Service Provider. The Township is not responsible for any loss or damage to banners that may occur during the installation, removal, or storage of banners.
- Design and storage services offered through the Township’s Service Provider are subject to the Service Provider’s policies, procedures, and pricing.

A permit fee per banner will be required at the time of permit approval to cover the cost of processing the application, program administration, and banner installation and removal. This fee is to be based on the cost of hardware and services provided under the Township’s contract with the Service Provider, and is subject to change.

Delhi Township seeks to make its Street Banner Program a prominent, affordable way for community organizations to reach a large number of residents while adding vitality to Township’s commercial districts. Eligible organizations are encouraged to complete a permit application.