

OVERHEAD BANNER GUIDELINES

1. The Town of Blackstone installs certain banners on, across, or within Town property or rights of way. Such banners are limited to those promoting events open to the general public and under the sponsorship of local nonprofit community organizations. Banners installed by the Town under this policy are not intended to serve as a forum for free expression by the public, but rather are intended to be used solely as an expression of the Town's official sentiments. The Town will not install banners advertising for private, political, or special interest events on, within, or across Town property or the public road right of way. Unacceptable uses of banners include, but are not limited to, those advertising business enterprises, politicians, political parties, ballot measures, political ideology or anything of a political nature, and private functions of any type. Any individual or entity wishing for the Town to install a banner must submit an application to the Blackstone Town Council. Banner installation proposals must be reviewed and approved by Blackstone Town Council prior to banner production and installation. As banners on or across Town property are considered Town speech, the Town retains sole discretion to reject any banner application.
2. Overhead banner pole availability is based on a first-come, first-served basis, subject to the other requirements of this policy. Banners shall only be installed on poles designed specifically for overhead banners.
3. Corporate and business trademarks, logos, or other identifiers shall not be placed on overhead banners.
4. Banner attachment, installation, maintenance, and removal shall be done by the Town of Blackstone. Banner display duration shall be limited to a **two week period**.
5. Banners shall be made of cloth composed of vinyl, canvas, or other suitable material. All banners installed pursuant to this policy shall be owned by the Town of Blackstone. All applicants (other than the Town) shall relinquish ownership of the banner once the banner materials are provided to the Town.
6. On two lane roads with a painted centerline, the banner is to be placed such that the centerline of the banner matches the centerline of the road.

7. The Town may remove the banner(s) for any of the following reasons including, but not limited to:
 - a. Unsafe conditions.
 - b. Damage or potential damage to Town-owned property, public or private property.
 - c. Expiration of the intended display period as approved by Town Council or the two-week period discussed above.
 - d. Installation without Town Council approval.
 - e. Poor or damaged condition of the banner(s).
 - f. Noncompliance with this policy, Town codes, banner conditions, etc.
8. If necessary, the Town may require a Letter of Authorization designating an agent, contractor, or other organization to act as an agent on behalf of the owner/applicant in all matters related to the banner.
9. Depiction of the banner(s) including full text of any message, and dimensions (length and width) shall be provided with the banner application. Banners are subject to the approval of Blackstone Town Council.
10. Applications must be received by the Town at least 60 days prior to the proposed banner installation unless otherwise determined by Town Council.
11. Please refer to Section 50-8 of the Town Code for the full ordinance pertaining to banner installation on or across Town streets or property.

Sec. 50-8. Signs and banners across streets.

- (a) No person shall erect or place any sign or banner across any street, sidewalk or alley in the town. Signs or banners may be placed across streets, sidewalks, town owned property or alleys only by the town. Nonprofit organizations registered with the United States Internal Revenue Service in order to provide income tax deductions to donors and nonprofit organizations to which contributions are tax deductible without it having to register with the I.R.S.; federal, state and local governmental agencies or branches may apply to the town to have a sign or banner erected across a street, sidewalk, town owned property or alley.
- (b) The purpose of the sign or banners should be to welcome visitors to the town, honor public service, such as that performed by military units, promote public events that will promote Blackstone, and appeal to a large cross section of the population.
- (c) Signs and banners shall not bear advertisement or sponsorship, political issues, political campaign promotion, religious or nonreligious messages, or promote specific social ideas or messages.
- (d) The town manager shall promulgate an application form which shall obtain the following information and any additional information the town manager deems appropriate:
 - (1) Width, height and material from which the banner or sign is made, with adequate wind vents shown.
 - (2) A sketch or drawing of the banner showing its content, layout and design. Banners that deviate from the submitted drawing are subject to rejection.
 - (3) Requested dates of erecting and removal of the sign or banner and requested location of the banner.
 - (4) The application shall contain an indemnity agreement from the applicant agreeing to hold the town harmless from and against any and all liability by reason of the sign or banner.
- (e) Applicants who are approved shall pay a fee of \$75.00 for erection and removal of the banner, prior to its erection.

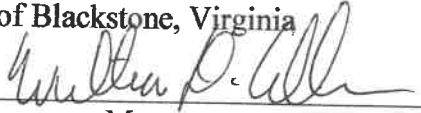
Applications must be received at least 60 days prior to the proposed erection date in order to present the application to town council for approval or rejection.
(Ord. of 6-15-09(3))

This ordinance shall take effect immediately upon its passage.

Adopted this 16th day of April, 2012

Town of Blackstone, Virginia

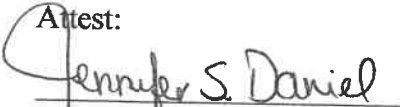
By



Mayor

{Town Seal}

Attest:


Town Clerk