

POLICY STATEMENT NO. 2011-02

**SUBJECT: POLICY ON THE USE OF
BANNERS ON POLES ON
GILBERT ROAD BETWEEN PAGE
AND CULLUMBER AVENUES**

DATE: MARCH 10, 2011

POLICY STATEMENT

The Town of Gilbert maintains street banner poles between Page and Cullumber Avenues on Gilbert Road. The Town has sole jurisdiction over use of these poles and prescribes approved uses, size, content of banners and attachment requirements. The primary purpose of this banner system is to allow the Town, Heritage District merchants, schools, non-profit organizations, and community based organizations the opportunity to promote their events. The use of the street banner poles is expressly limited to the uses authorized by this Policy and the use of the poles is, therefore, not open to the public at large. This Policy is not intended to create a public forum on the street poles or any banner placed on the poles.

Authorized Users

The following users are authorized to apply for banner use, with the following priority:

- 1) Town of Gilbert with scheduled annual Blackout Dates
- 2) Heritage District Merchants
- 3) Gilbert Unified, Higley Unified, Chandler Unified School District, and Charter School Events
- 4) Gilbert-based Community and Civic Groups
- 5) Other Non-Profit Charitable Groups and Civic organizations affiliated with the Community

*General Commercial use and use by individuals is prohibited.

*As a matter of public policy, no political advocacy or religious event banners will be considered.

Length of Use

No banner will be authorized to remain up for longer than 14 calendar days, and no consecutive period scheduling is allowed. Starting dates must begin and end on a Monday, unless otherwise approved by the Development Services Department. Shorter intervals may be approved by the Development Services Department if scheduling competition exists, or is requested by the applicant.

Application for Use

Users shall contact the Development Services Department and reserve times to have banners over Gilbert Road. A written request must be submitted during the first 6 months of the year (Jan. 1 – June

30) for use during the last 6 months of the year (July 1 – December 31). Requests submitted during the last 6 months of the year will be scheduled for the first 6 months of the year. The written request shall include the requested date, contact information, organization name, event being advertised, exact banner text and graphics, and the length of the request.

If there are conflicts in scheduling, users may contact each other to see if mutual accommodation of banner use periods can occur.

The Development Services Department will advise applicants and Public Works of approved requests.

Charges for Use

There is no charge for Town use. A fee of \$200 per week will be charged for all other users. Payment must be received before confirmation of scheduling.

Size and Attachment

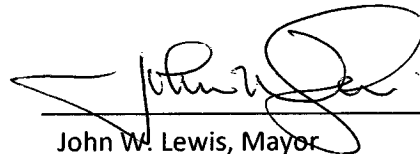
Banners may not be longer than 32 feet, or wider than 42 inches. Reinforced attachment grommets must be located at the four corners, as well as at 18 inch intervals along the top and bottom to allow the banner to be connected to the support wires. Banners must also have wind holes located within them to minimize the “sail effect” of the banner in wind. A standard detail is attached for reference.

Banners are the sole responsibility of the sponsoring entity. Banners must be delivered to Public Works, 900 E. Juniper Avenue, not later than two business days prior to the start of the request, and picked up not later than one week after completion of the request.

The Town is not responsible for storing banners, or their condition if damaged while being installed, during the display, or while being taken down.

Repeal of Previous Policy

Further, Policy 2007-05 as adopted on July 17, 2007 is hereby repealed.



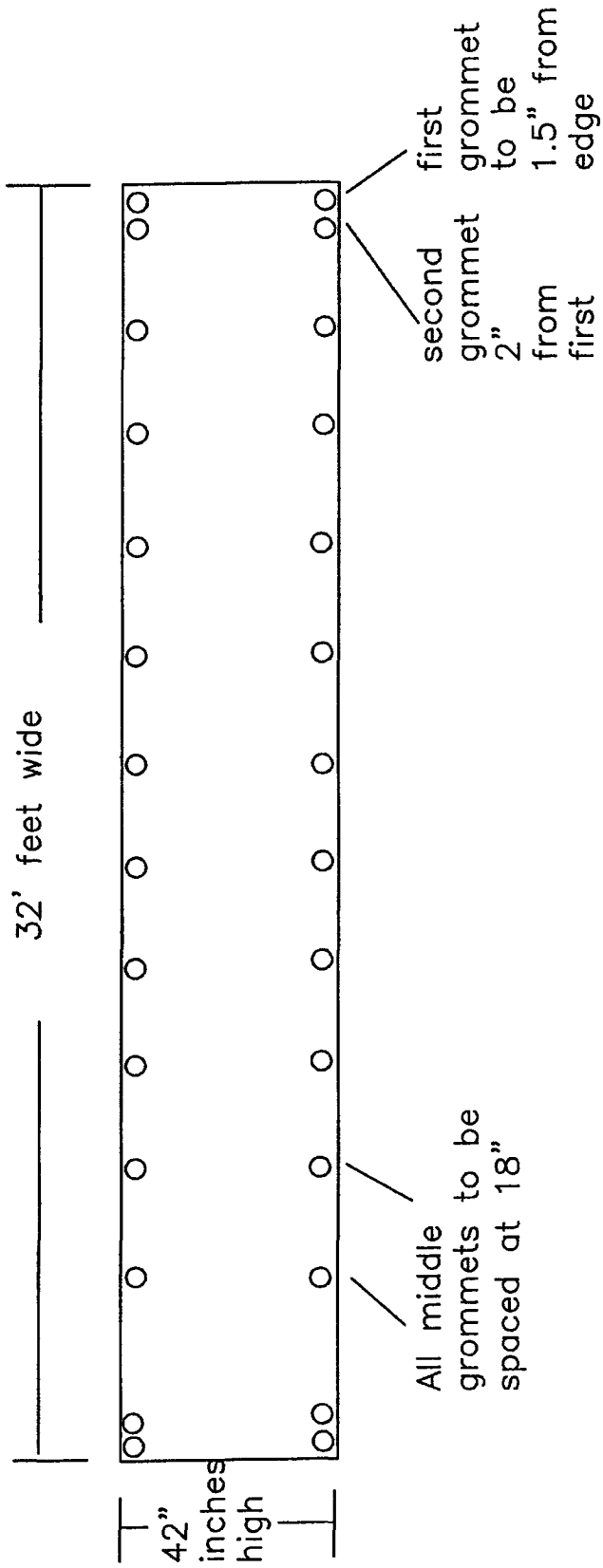
John W. Lewis, Mayor

ATTEST:



Catherine A. Templeton, Town Clerk

(Drawing not to scale. Banner must have "wind holes" to minimize sailing effect.)



All edges folded over and double stitched with $\frac{3}{8}$ " rope inserted the length of the banner for reinforcement. (Rope to extend 1' to 2' excess) Brass grommets with $\frac{1}{2}$ " holes to be $1\frac{1}{2}$ " from ends, second grommet at 2", then all others spaced at 18".

DETAIL NO.

TOWN OF GILBERT

Recommended Banner Specifications

3.10.2011

DETAIL NO.