



PARKS & RECREATION

Gilbert Road Banner Procedures and Application

Purpose:

The primary purpose of the Gilbert Road banner policy is to allow the Town, Heritage District merchants, schools, nonprofit organizations, and community based organizations the opportunity to promote their events and businesses. This Policy is not intended to create a public forum on the street poles or any banner placed on the poles.

Procedures:

Authorized users shall submit an application to the Town department to request dates of use for the Gilbert road banner the town is authorized to approve the uses, size, content and attachment requirements for all banners as noted below.

Authorized Users

The following users are authorized to apply for banner use, with the following priority (When applications are received at the same time):

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 and local Colleges affiliated with the Community, Events/Programs (not listed in any priority order).
4. Gilbert-based Community and Civic Groups Event/Program
5. Other Non-Profit Charitable Groups, Civic organizations Event/Program

Prohibited Users/Uses:

1. No General Commercial use (except Heritage District Merchants)
2. No use by individuals
3. No political advocacy or religious messages
4. No use of street poles except by the Town

Length of Use:

- Banners will be authorized for installation over a 14 calendar day period only, no consecutive period scheduling will be allowed.
- Starting dates must begin and end on a Monday unless otherwise approved by the Town.
- For availability and scheduling questions, contact the Parks and Recreation department.

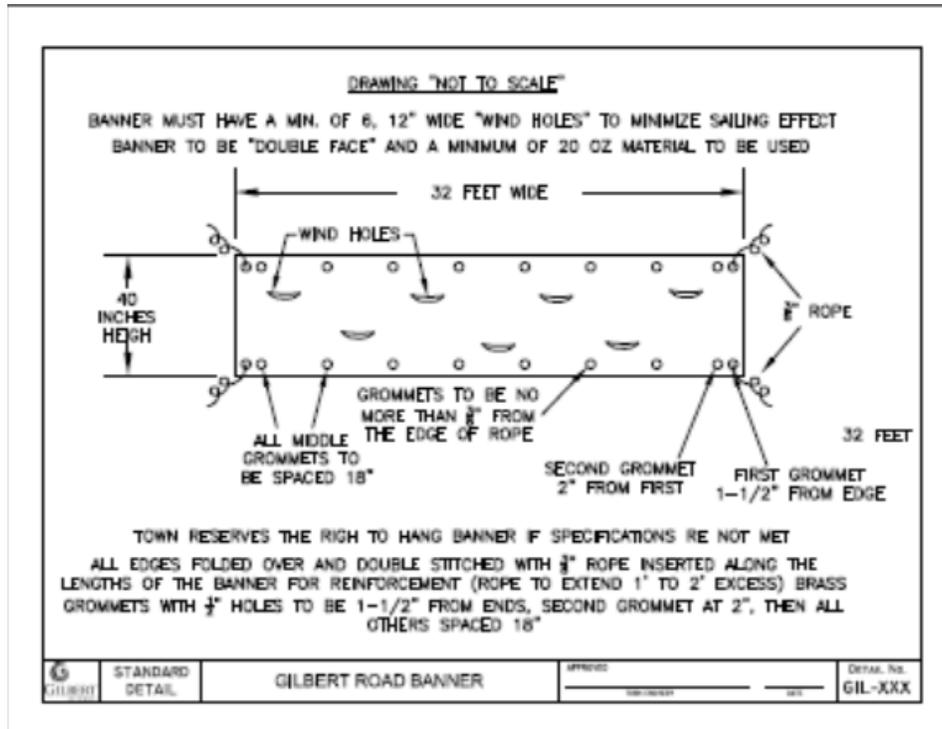
Application for Use:

- Users shall submit an application to the Parks and Recreation Department to reserve dates to place a banner on Gilbert Road. An application must be submitted during the first 6 months of the year (January 1 - June 30) for use during the last 6 months of the year (July 1 - December 31). Requests submitted during the last 6 months (July 1- December 31) of the year will be scheduled for the first 6 months of the year (January 1-June 30).
- Submittal must include a completed application along with full payment.

Charges for Use:

- A fee of \$400 per 2 week period (2 consecutive weeks maximum). Please call 480-503-6200 for available periods.
- Businesses/organizations may only reserve 4 weeks a year total (2-2 week periods of time). Exceptions may be approved by Town staff based on availability.

Banner Size and Specs:



- Banners must also have wind holes located within them to minimize the "sail effect" of the banner in wind.
- All edges folded over and double stitched with 3/8" rope inserted the length of the banner for reinforcement. (Rope to extend 1' to 2' excess). Brass grommets with 1/2" holes to be 1 1/2" from ends, second grommet at 2", then all others spaced 18".

Banner Drop off Location:

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 any banners, or and is not responsible for the banner condition if damaged while being installed, during the display, or while being taken down.



Gilbert Road Banner Application

Name of Organization : _____

Dates you would like to reserve the banner: _____
(Please call Parks and Recreation office for available dates 480-503-6200)

Event or Program you will be promoting: _____

Required information to be submitted with application:

- Payment - \$400 (2 weeks) check or credit card (*call office to process credit card information*)
- Copy of Banner Detail (8½ x 11 with exact text and graphics)

Check what type of organization you are:

- 1 Town of Gilbert
- 2 Heritage District Merchants
- 3 Gilbert, Higley or Chandler School District, Gilbert Charter School or local College- promoting Community Event/Program
- 4 Gilbert-based Community and Civic Groups Event/Program
- 5 Other Non-Profit Charitable Groups or Civic organizations promoting a Community Event

Contact Person: _____

Business Address: _____

City, Zip Code: _____

Email Address: _____

Phone Number: _____

Signature/Date: _____

FOR STAFF USE ONLY

Submittal Date _____ Payment Received _____

Fee Paid _____ Date sent to Public Works _____

