



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

### **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 week 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:**

- 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 to the application for reference.

**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.



# BANNER ON GILBERT ROAD APPLICATION

Name of Promotional Event : \_\_\_\_\_

Requesting Banner: Installation Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_

- Payment for Two Weeks - \$400
- Copy of Banner Detail (8½ x 11 with exact text and graphics)

**Check what type of user you are:**

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

**Applicant/Contact:**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, Zip: \_\_\_\_\_

Contact Name: (print) \_\_\_\_\_ E-mail \_\_\_\_\_

Phone: \_\_\_\_\_ Fax : \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<b>FOR STAFF USE ONLY</b>	
Submittal Date _____	Payment Received _____
Fee Paid _____	Date sent to Public Works _____

