

BANNER POLICY

Purpose and intent:

The Town of Atherton recognizes the community-wide benefit in publicizing cultural, recreational, social and other special events of local nonprofit organizations promoting events in Atherton which would be of interest to the local community, and it is the intent of this policy to establish guidelines for hanging banners at Marsh and Middlefield Road.

Banner construction and materials:

Banners shall be made of a durable, flexible material, such as canvas or vinyl, have a total of (6) grommets (3 on top and 3 on bottom) for installation. Banner size is 4 feet high and 12 feet long. The height requirement ensures that two banners for separate events may be hung together at the same time. No banners shall be hung exclusively, unless no other banners are scheduled.

Designation of site, priorities, and one event per banner:

Marsh and Middlefield Road is the only site where banners may be displayed. All banners must be associated with the Town of Atherton or a Town sponsored event taking place within Atherton Town limits.

The following shall be the priority for display of banners in order as follows: Town of Atherton; Atherton Standing Committees, Council, Community Designated Group and Town sponsored events; Only one (1) event may be advertised in a banner.

Application for permit:

Apply in the Town Hall Administration Department for a banner permit. Banner applications are accepted for the following year beginning in December. Applicant is hereby advised that early filing of an application is recommended to ensure a space for the calendar year.

Application content:

The permit application shall include:

1. The title of event
2. Contact person
3. Name of organization and organization address
4. Applicant telephone number and email and/or facsimile number, if any
5. The date(s) and location of the event
6. The name and description of the event to be publicized and a statement of the purpose of the event
7. The requested dates for banner display, not to exceed fourteen (14) days
8. Banner measurements
9. Exact wording on banner
10. Applicant signature and today's date.

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Application fee:

A \$75 nonrefundable application fee shall be charged to process each banner permit application and for the cost of installation, removal and storage of the banner.

Action on permit:

Once a completed banner permit application is received, the City Manager will review the application for final approval or denial. The decision shall be made within ten (10) working days subsequent to the receipt of the completed application. Applicant will be notified of the decisions verbally or by email. Any deviation from the approved policy will be at the City Manager's discretion.

Banner installation, removal, and retrieval:

The Town shall perform the installation and removal of all banners. No longer than fourteen (14) days after the banner has been hung, the banner will be removed by Town staff. Exceptions are made when no other banner is scheduled for hanging. Applicant is responsible for retrieving the banner within ten (10) business days from Town Hall or banner will be disposed of.