

# CITY OF OBERLIN

## STREET BANNER POLICY

### A. **Purpose:**

The purpose of this policy is to allow for the display of public service messages or event announcements, not private commercial advertising, in the form of banners over College Street and/or Main Street. A permit must be obtained and the banner must be constructed to the standards outlined in this policy.

### B. **Eligibility:**

To be eligible for consideration the applicant organization shall be:

1. Oberlin-based; and
2. Non-religious and non-political in nature; and
3. A non-profit organization so designated by the IRS;  
or
4. City-sponsored (see below)

#### City Sponsorship:

Events or organizations are considered to be City-sponsored if:

1. The event or organization receives grant money from the City of Oberlin, or there is a contractual relationship between the City and the organization or the event, and
2. The City Council or City Manager has approved a sponsorship designation.

#### Ineligible Banners:

1. Banners may not be used to promote or communicate philosophies, political or social ideologies, religious institutions or events, or political candidates or issues.
2. Commercial advertising is prohibited, except for small logos (each less than 5% of the banner area, all less than 20% of the banner area) that identify sponsors of eligible events.

### C. **Approval Process:**

1. A complete application form must be filed with the Director of the Oberlin Municipal Light & Power System (OMLPS), at 289 S. Professor Street, a minimum of three (3) weeks prior to the requested date of installation.
2. No application may be submitted earlier than one (1) year in advance of the requested banner display dates.

**Banners That Do Not Comply With Specifications Are A Threat To  
Public Safety And Will NOT Be Installed**

3. A sketch showing size, type of material, design, colors, and message, shall accompany application.
4. Banners will be approved for display based on compliance with all requirements of this policy. In the case of multiple requests being received by the City for the same display period, the first request received that qualifies will be the one approved. Each banner sponsor will be limited to two (2) requests per calendar year.
5. Final approval shall be given by the City Manager. The applicant will be notified in writing of the City's decision. If approved, instructions about the delivery of the banner will be included.
6. There will be no fee charged for installing and removing a banner.

**D. Applicable Rules Following Approval:**

1. Only the City shall be allowed to erect and remove a street banner.
2. Following written approval of a request, the banner should be delivered to the OMLPS office at 289 South Professor Street three days in advance of installation.
3. Banner will be displayed for a minimum of one (1) week, a maximum of two (2) weeks.
4. Banner will be removed by the City within five (5) days following the event. No banner will be installed or removed on Saturdays, Sundays or City holidays. Banners shall be retrieved by their owners from OMLPS within two weeks of removal, and during regular OMLPS office hours. OMLPS will not hold a banner for future use. Unless special arrangements are made, banners not retrieved within 6 weeks following removal, shall be discarded.
5. Banner requests will be considered for each calendar year. No reservations are automatically included in the next year's schedule.
6. The City shall not be responsible for returning banner to owner, nor for long-term storage of it.
7. Applicant is responsible for any damage to any person or property that may occur due to the banner installation.
8. Banner will be hung 18' above roadway.

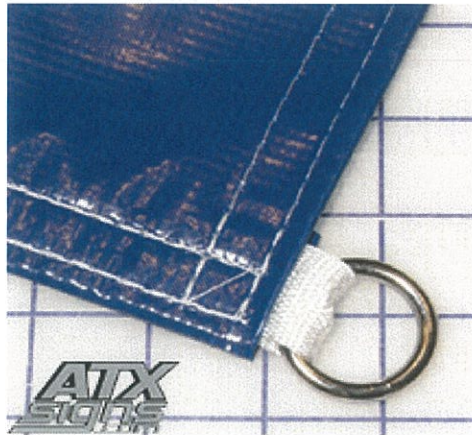
**E. Location:**

1. Applicants may request either the North Main Street or the West College Street locations. The location decision will be made by the City, with first received applications getting first preference. No more than one (1) banner per applicant is allowable at one time.

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**F. Required Design and Construction of Banner:**

1. Maximum width shall be three (3) feet.
2. Banner shall be a minimum length of 25 feet and a maximum length of 30 feet.
3. Banner must be two-sided. (Blank on one side is not permitted).
4. Banner and anchors shall be designed to withstand 70 mph wind. Banner shall have 1" or greater nylon webbing with a rating of 600 lbs per square inch, sewn into all four sides of the banner. D rings will be attached to the webbing at the ends of the top and bottom webbing of the banner. Corners shall be double stitched vertically and horizontally to provide additional reinforcement. See photo for example.

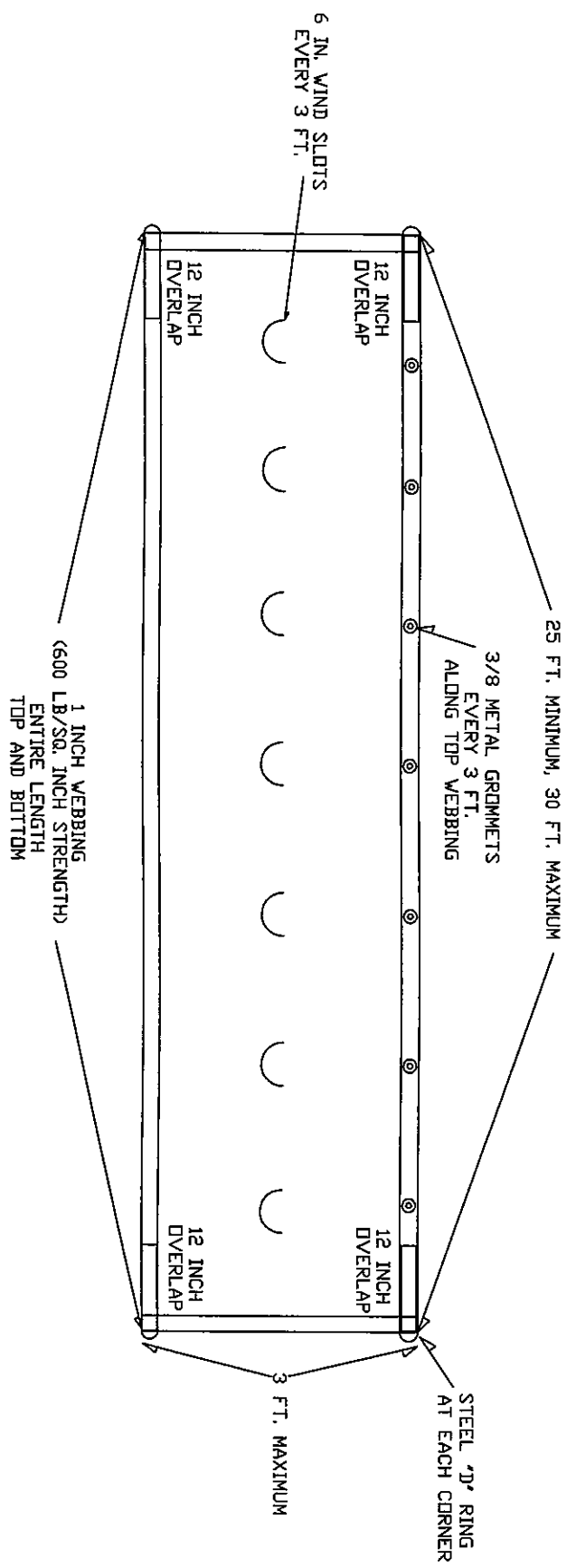


5. Banner shall be constructed of a water resistant, tightly woven fabric or nylon, and all ink, dyes or paints shall be waterproof to prevent running.
6. If the material is of a tight weave-type or is otherwise impervious to air flow, the banner shall have six (6) inch wind slots, either cut-out circles or semi-circle slashes every three (3) feet cut into the middle area throughout the entire length.
7. Metal grommets with 3/8" eyelets must be installed along the entire length of the top of the banner at (3) foot intervals.
8. Inspection and approval of banner design and construction will be the responsibility of OMLPS, which may reject the banner application for failure to meet the standards described in this policy.
9. The City shall not be responsible for any damage to the banner.

**Questions regarding Oberlin's Street Banner Policy can be directed to OMLPS at (440) 775-7260.**

Revised 1/2015

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Oberlin Municipal Light & Power System		
FileName:	Scale:	Date: 12-22-2014
Banner Design	By: DM,	Revision:

Banner Design Specifications  
(2 Sided)