



# Over the Street Banner Program

For the cost of a banner plus the permit fee you can have:

- 8,700 cars per day pass under the advertising for your event
- Up to three weeks of advertising (2 weeks for non-profits)

What is the cost?

- A fee of \$125 per week and \$75 for a second week if space allows shall accompany the application. If space allows for a 3<sup>rd</sup> consecutive week, an additional fee of \$25 would be charged. Non-profit organizations will pay \$50 for the first week, \$25 for the second week with a two week maximum.

What are the requirements?

- Promotion of a Jefferson Civic or community event. “Civic or Community Event” shall mean an event sponsored by or organized by an association, society or group which includes one or more non-profit organizations within the City;
  - Promotion or marketing efforts of non-profit economic development entities which the City participates in, promotes or sponsors; and
  - Public service announcements by City, its boards, commissions or other political subdivision of which the City is a member.
  - Promotion of events held at the Jefferson County Fair Park which promotes tourism and/or community interest.
- Banners shall not bear the name or likeness of any alcohol beverage, tobacco product or contain images or sayings which in the opinion of the Director are offensive.
- All banners shall be unlighted, shall not exceed 24”x 24’ in size and shall be constructed of a material that is weather and wind resistant, with appropriate securing materials and wind slits. Grommets shall be installed no more than every 36” on the banner. Lettering should be a minimum of 4” high.
- All banners shall comply with all applicable traffic regulations.
- The applicant shall sign the attached application which contains liability insurance and hold harmless requirements under which the applicant is required to hold the City harmless for all claims associated with the permission granted.
- Applications shall be made on the first working day in January and are accepted on a first come first served basis. Banners shall be displayed a maximum of three (3) weeks.

**CITY OF JEFFERSON - OVER THE STREET BANNER PERMIT APPLICATION  
FOR COMMEMORATIVE, CIVIC, EDUCATIONAL AND ECONOMIC DEVELOPMENT (adopted 8/2014)**

A. Application

- a. All requests for permission to have a banner installed over Main Street at E. Milwaukee Street shall be made to the Director of Parks, Recreation and Forestry on the city application form.
- b. The Director shall review such application. If any application fails to meet any of the requirements of this policy, the Director shall not approve the application and will provide the basis for denial in writing to the applicant.
- c. A fee of \$125 per week and \$75 for a second week if space allows shall accompany the application. If space allows for a 3<sup>rd</sup> consecutive week, an additional fee of \$25 would be charged. Non-profit organizations will pay \$50 for the first week, \$25 for the second week with a two week maximum.

B. Requirements

- a. Banner placement approval will be restricted to one or more of the following purposes:
  - i. Promotion of a Jefferson Civic or community event. "Civic or Community Event" shall mean an event sponsored by or organized by an association, society or group which includes one or more non-profit organizations within the City;
  - ii. Promotion or marketing efforts of non-profit economic development entities which the City participates in, promotes or sponsors; and
  - iii. Public service announcements by City, its boards, commissions or other political subdivision of which the City is a member.
  - iv. Promotion of events held at the Jefferson County Fair Park which promote tourism and/or community interest.
- b. Applications shall be made on the first working day in January and are accepted on a first come first served basis. Banners shall be displayed a maximum of three (3) weeks.
- c. Banners shall not bear the name or likeness of any alcohol beverage, tobacco product or contain images or sayings which in the opinion of the Director are offensive.
- d. All banners shall be unlighted, shall not exceed 24"x 24' in size and shall be constructed of a material that is weather and wind resistant, with appropriate securing materials and wind slits. Grommets shall be installed no more than every 36" on the banner.
- e. All banners shall comply with all applicable traffic regulations.
- f. Lettering on banners shall be a minimum of 4" in height and banner shall have a clearance of 17' from the bottom of the banner to top of roadway.
- g. The applicant shall sign the attached application which contains liability insurance and hold harmless requirements under which the applicant is required to hold the City harmless for all claims associated with the permission granted.

C. Discretionary Approval Authority:

- a. The City at all times reserves the right to exercise its discretion in implementing this policy based on its consideration of public policy, community health and safety issues.

**Application for Appeal.** The property owner may appeal a decision to deny or revoke the over the street banner permit request to the City Regulatory Committee. All applications for appeal shall be submitted within fifteen (15) calendar days of the notice of denial. The decision rendered by the City Regulatory Committee shall be final and binding.