

BANNER POLICY & GUIDELINES

1. **Application Process:**

The Department of Engineering is the initial contact for reserving dates for hanging a banner in the City of Jackson. The Department of Engineering is located at 161 W. Michigan Avenue, Jackson, Michigan 49201, on the fourth floor. The department can also be reached by telephone at (517) 788-4160 and by facsimile at (517) 768-6435. The Department of Engineering will reserve dates only after an application has been submitted. Applications shall be submitted at least four weeks in advance of the desired display date. Applications must state the name of the organization and contact person, desired location(s) of banner(s), date of installation & removal (14 day limit), and a detailed design showing the banner layout and desired colors. **The applicant should not start banner construction until receiving design approval by the City.** An insurance policy naming the City of Jackson as an additional insured on the certificate must be carried on the banner. A copy of the insurance certificate must be filed with the Department of Engineering along with your application.

2. **Construction of Banner:**

The banner must be made of non-combustible material that will not shred and provides adequate air holes. (Manufacturer's certification and/or a flame spread test is required). The exact dimensions of banners are 30 ft. long by 2 ft. 6in. wide. The top and bottom of the banner shall have grommet holes spaced two feet, center to center, across the entire banner.

3. **Installation/Removal of Banners & Associated Charges:**

The City shall install and remove all banners. The banner to be installed should be delivered to the Signal Shop of the Department of Engineering no later than one week prior to the installation date. The Signal Shop is located at 521 Water Street. Banners are to be picked up from the Department of Engineering no later than one week after removal date.

4. **Banner Locations:**

There are two possible locations for "street crossing" banners. Please note the desired location(s) on the application form.

Location #1: E. Michigan & Forbes

Location #2: W. Michigan & Durand

5. **Months Available:**

Banners can be hung between April 1 and October 31.

6. **Liability:**

The City, or any division of the City, shall not be held responsible for any damage to the banner(s).

7. **Approval Process:**

Applications will be accepted only by **non-profit** groups or organizations with purposes and objectives that will contribute to the best interest of the City of Jackson. The Department of Engineering will review banner applications when submitted. Banner applicants will be approved on a "first come, first serve" basis. Banner applications that are submitted consecutively (more than two years in a row), will have first priority.

If there is a conflict AFTER a proper application has been received, the City Council will have sole authority to resolve any and all conflicts. All decisions will be final.

I understand and agree to the above stated guidelines and policies.

Applicant/Responsible Party

