
BANNER POLICY

PURPOSE

Banners are used to promote the City and enhance the aesthetics of the neighborhood.

The display of banners is intended to beautify the community; identify distinct residential and commercial areas which lend a special character to the City of Moorhead; and increase awareness of activities and events which benefit and are inclusive to the entire Moorhead community.

CRITERIA

It is the purpose of this policy to articulate regulations pertaining to the circumstances, character, location and other standards under which the City will permit the use of its facilities to display such banners.

BANNER CRITERIA:

1. No commercial advertising for private businesses, products or services, or non-community events. This exclusion includes use of the words “sponsored by” or similar verbiage and/or private business logos.
2. No religious and no political messages, including those intended to make or promote a religion or public policy position.
3. No logos or references to tobacco, alcohol, drugs, profanity or other related topics, images or graphics that are deemed offensive or inappropriate.

EXCEPTIONS: In the event banner content may meet the purpose of the banner policy, but may require an exception to the banner criteria an exemption application may be filed. The Moorhead Art and Culture Commission will consider and act upon the requested exemption application at the next regular meeting.

APPLICATIONS

Banners are only to be hung on street light or other designated poles in locations approved by the City. Reservations will be accepted on a first-come, first-served basis. All applicants must submit a completed application including:

- APPLICATION FORM
- PROPOSED BANNER DESIGN
- MAP of available street lights noting proposed reserved locations
- CALENDAR of availability noting proposed reservation timeframes

Banners proposed on Highway 10 and 75 also require MnDOT approval.

In the event the Art and Culture Commission deny any application, the applicant may appeal the denial to the Moorhead City Council.

INSTALLATION/REMOVAL

Applicants are responsible for all costs related to the design, production, installation, maintenance and removal of any banners granted permission to be located on streetlights. Banner applicants will also be required to provide proof of public liability insurance naming the City as an additional insured party.

If an application is approved, the City will provide written approval prior to installation. All banners must be installed by pre-approved companies that will install and remove approved banners in compliance with the approval. Prior to installation, applicant must provide City proof of payment for banner removal provided by company.

DISCLAIMER

It is strongly recommended that banners are not ordered until all approvals are granted.

The City of Moorhead shall not be responsible for any damages that occur to the banners. Signature on the permit application releases the City from any liability with regard to banner damage. The City will not be responsible to pay for removal of banners. The City reserves the right to permanently remove any previously approved banners at any time for any reason. The City will provide notice and a banner pick-up location to the applicant.

BANNER APPLICATION

By signing below, the applicant waives, releases, and indemnifies the City of Moorhead, its officers, and employees from and against any and all liability for damages caused by or to the banners, or the installation or removal thereof.

Date: _____

Applicant Name: _____

Street Address: _____ City: _____ State: ___ Zip: _____

Phone #: _____ Fax #: _____

Email: _____ Fax #: _____

Banner Purpose: _____

Proposed Installation Date: _____ Proposed Removal Date: _____

The City of Moorhead will not be responsible for lost, stolen, or damaged banners and reserve the right to refuse any banner deemed unfit for installation.

ATTACH APPLICATION DOCUMENTATION:

- CONCEPT DESIGN OF BANNER
- MAP OF PROPOSED LOCATIONS
- INSTALLER (PRE-APPROVED) - **NOTICE: Installers price per banner for installation must also include removal.**
 - 3D Specialties (701.237.6181)
 - MEI (701.364.5678)
 - Other: _____ (to be approved by City)
 - Northstar Safety (701.282.2110)
 - Strata (701.277.1432)

Following Approval, but before Installation the following documentation shall be provided to the City:

- PROOF OF REMOVAL DOCUMENTATION from Installer.
- PROOF OF LIABILITY INSURANCE naming the City of Moorhead as additional insured party with a minimum coverage of \$1,000,000 per occurrence and \$2,000,000 in aggregate.

I have read and understand the City of Moorhead Streetlight Banner Policy. Further, I understand that permission is granted for the purpose of allowing private banners to be placed on public poles and that all responsibility for public liability, injury to persons, and/or damage to property is borne by the applicant and not the City of Moorhead. The streetlight banner permit is revocable by the City of Moorhead at any time and with no notice to the applicant.

Signature of authorized agent: _____

Please submit to the City of Moorhead - Planning office:

- Email: art@cityofmoorhead.com.
- Phone: 218-299-5370
- Drop off: 4th floor at City Hall (500 Center Ave – North entrance at Moorhead Center Mall)
- Mail: City of Moorhead – Planning office Attn: Art & Culture, PO Box 779, Moorhead, MN 56561-0779

Approved by: _____ Date: _____

For City of Moorhead Use Only

BANNER LOCATION MAP

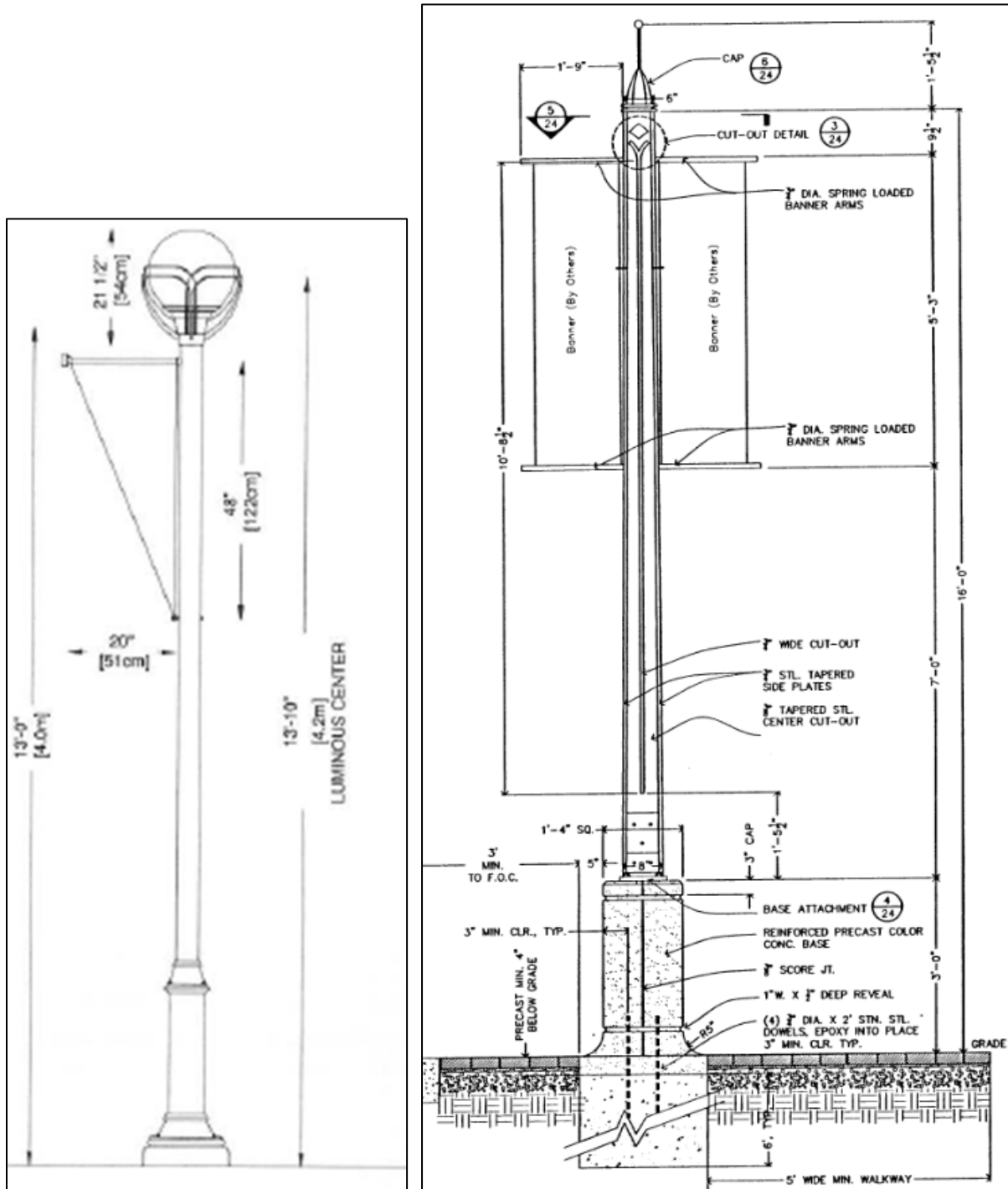
MAP: POSSIBLE AVAILABLE LOCATIONS



BANNER DESIGN GUIDE

DETAILS: BANNER DESIGN GUIDE

- BANNER ARM FOR TRIANGLE BANNER: 1-1/16" diameter with 3 hexagonal screws fastening the endcap.



DISCLAIMER: These guidelines are for informational purposes only. Applicant must field verify dimensions. The City is not responsible for any sizing inaccuracies.