

# Policy for Use of Banners on Public Highways

**Effective Date:** Upon Adoption

**Purpose:** The purpose of this policy is to provide guidance regarding requests to hang outdoor banners along Pearl Street and/or public highways with the public right of way in the Village of Johnson.

**Policy:** The placing of banners on Pearl Street and other highs in the public right-of-way is a privilege extended as a courtesy in the Village of Johnson. All banners shall be approved by the Village Manager or Village Clerk or Board of Trustees.

All Banners must represent or promote local not-for-profit or cultural civic events or activities of particular interest or benefits to the greater Johnson community. Banners shall not be used for commercial advertising or to advertise or promote political candidates, parties or issues. An official logo of a business or corporation sponsoring the event may be included on a banner, but must take up less than 25% of the area of the banner.

The Village Trustees and or Village Manager/Village Clerk shall have the authority to refuse the hanging of banners that do not meet specification and those banners which do benefit the community at large.

**Definitions:** Unless otherwise stated, all words and expression used in this policy shall carry a common and ordinary meaning.

## **Procedures:**

1. Requesting Agency.
  - a. Requests from agencies located within the Village of Johnson or organizers or events occurring within the Village of Johnson shall receive priority.
  - b. Maintenance and storage of the banner/s are the responsibility of the owner or agency.
2. Banner Specifications
  - a. All banners shall be made of breathable material sufficient to withstand wind and weather.
  - b. For banners to be placed on poles along the public right of way, the length of the banner shall not exceed 30 feet in length and 36-48 inches in width. Carabiners on all grommets.

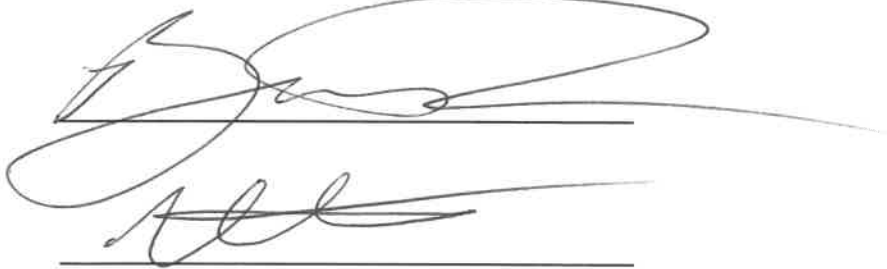
3. Request Approval

- a. A completed Banner Permit application shall be submitted to the Village Clerk or Village Manager. A banner posting is authorized when approval is communicated by the Village manager or Village Clerk.
- b. Banner displays shall be for specific time periods as approved by the Village Manager, Village Clerk or Board of Trustees and in no event will banners be displayed for longer than 14 consecutive days.
- c. All agencies or groups requesting to hang banners must sign a hold harmless agreement holding the Village of Johnson harmless from any liability in the event of the banner causing damage to persons or property of others.

4. Fees

- a. Set-up fee of \$50.00 and a removal fee of \$50.00 with exemptions for Northern Vermont University and the Red Cross. If the banner fails and has to be removed outside of regular working hours there would be an additional fee of \$75.00. And there would be another \$50.00 charge if the banner needs to be put up and additional time.

Adopted by the Trustees on August 9 2021

  
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Attest: Village Clerk 