

**VILLAGE OF LAKE ODESSA**  
**APPROVED STREETLIGHT BANNER POLICY**  
**AUGUST 16, 2021**

**I. LIGHT POLE BANNER PROGRAM PURPOSE**

- a) To compliment the aesthetic appearance and/ or improvement of the Village of Lake Odessa.
- b) To introduce color or a sense of excitement.
- c) To assist in the promotion of cultural or civic events/ programs sponsored by local non-profit groups reflecting general community interest.
- d) To promote Village special events by bringing increased attention and awareness.
- e) To actively celebrate the Village of Lake Odessa, its history, and culture.

**II. DEFINITIONS**

*Sponsoring Organization/ Applicant* – Community groups with a nonprofit status and/or with activities reflecting general community interest.

*Village* – the Village of Lake Odessa

*Village Manager*-- Chief Administrative Officer of the Village responsible for the proper management of the banner system.

*Streetlight Banner*- Banners used in the Village which are placed on Village-owned decorative streetlight poles.

*Streetlight* – decorative light poles owned, operated, and maintained by the Village of Lake Odessa.

*DPW* – Village of Lake Odessa Department of Public Works

**III. LIGHT POLE BANNER POLICY**

A. **ELIGIBILITY:** Potential streetlight banner program participants must represent and/ or promote local nonprofit or cultural civic events or activities of particular interest or benefit to the Village of Lake Odessa. Streetlight banners are not to be used for commercial advertising of any kind or to advertise or promote any political candidates, parties, or issues. Established and recognized Village events/ programs/ activities shall have priority for dates with regard to banner space. Sponsoring Organizations/ Applicants and their subsidiaries (other than the Village of Lake Odessa), may utilize this banner program only once per calendar year (January 1 to December 31).

B. **BANNER INFORMATION CONTENT:** all streetlight banner designs should be artistic in nature,

graphically or symbolically representing the subject/purpose of the community event or non-profit group. Banners can include text for dates, activities, logos, pictures, and/or title of event. Banners may not contain any explicit or suggestive content.

C. **BANNER DESIGN:** The graphic design of all banners used in the Village of Lake Odessa banner program shall be developed by each individual sponsoring organization under the banner program guidelines set forth in this document. Sponsoring organizations shall be solely responsible for ensuring that they are not infringing upon any existing copyrights or trademarks. Furthermore, all costs for the design and manufacture of these banners shall be borne by the sponsoring organization/ applicant, not by the Village of Lake Odessa. Banners that do not resemble the design submitted with the application may be denied by the Village Manager prior to installation.

#### D. **BANNER SPECIFICATIONS**

1. Banners must measure 18” wide by 36.5” tall.
2. All banners shall be printed on both sides of the banner fabric.
3. Banners shall be made of marine acrylic canvas, poly canvas, or heavy reinforced vinyl resistant to ultraviolet rays, mold, and mildew. Each banner shall have double stitched, reinforced hems.
4. All banners must have both a reinforced top loop and bottom loop, which will allow for the banners to properly hang on the banner brackets.
5. Banners may only be placed/ hung, adjusted, or removed by the Village’s Department of Public Works.
6. Banners may only be placed on streetlights that have banner brackets currently in place – no extra banner brackets will be installed unless upon the consent of the Village.
7. In accordance with Article II, Sec 10-40(a) of the Village Code of Ordinance, no signs may be affixed, attached, placed, stamped, written, painted, or pasted on streetlights/ poles other than the aforementioned banners as permitted by this policy.

E. **APPLICATION PROCESS:** the applying organization shall make a written application and present it to the Village Manager’s office six (6) weeks prior to the desired installation date. The Village Manager will review the application. If space is available, the proposed banners meet the specifications as outlined in this policy, and the dates requested do not interfere with either the date of an established community event or a prior submitted request, the Village Manager

may authorize the placement of banners.

All applications shall include the following information:

- Name of special event
- Name, address, email address, and all relevant contact information for the sponsoring organization.
- Date of special event
- Time period requested for banner exposure
- A professional proof of the banner design
- Number of streetlight banners to be ordered
- Desired location of banners

F. APPROVAL TIME: The Village Manager shall have a maximum of fourteen (14) days to review the application. The Village Manager may approve the application, deny the application, or ask for Village Council review of the application, as the Village Manager determines necessary.

G. APPEALS: The Village Manager is authorized by the Lake Odessa Village Council to approve the design and placement of streetlight banners. If a banner design or placement request is denied by the Village Manager, the sponsoring organization may appeal the decision directly to the Village Council at their next regular Council meeting.

H. BANNER PLACEMENT: The Village of Lake Odessa's Public Works Department shall be responsible for placement and retrieval of approved streetlight banners. The Village Council shall establish a charge annually for the installation and removal of banners for each special event, taking into consideration the costs for the installation and removal of banners as calculated by Village staff. Village-sponsored events (e.g., Art in the Park) and Village-owned seasonal banners shall be exempt from fees. All installation fees shall be submitted to the Village of Lake Odessa prior to any banner placement. The sponsoring organization shall promptly retrieve all banners from the Department of Public Works upon removal. If banners are not picked up after fourteen (14) days following their removal from streetlights, these banners will be considered unwanted and will be disposed of promptly by the Village.

I. LENGTH OF EXPOSURE: Banners may be hung for a period not to exceed four (4) weeks. Banners owned and maintained by the Village of Lake Odessa are exempt.

J. STORAGE AND LIABILITY: All banners shall be the sole responsibility of the sponsoring organization/ applicant. The Village will not be responsible for the storage of banners. The applicant also

recognizes and agrees that the Village of Lake Odessa is not responsible for any theft, vandalism, accident, or other force majeure that may cause harm/ loss/ destruction/ injury to the provided sponsored banners.

K. BANNER CONDITION: The Village Manager, or the Manager's designee, has the authority to refuse the placement of streetlight banners which, because of previous use, are in poor condition or that fail to meet the aforementioned standards as listed above. Furthermore, the Village Manager has the authority to order the removal of banners which have become frayed, ripped, or otherwise unsightly. The Village Manager also has the authority to deny banners that do not resemble the design proof as submitted with the initial application.

#### **IV. GROUP RESPONSIBILITIES**

##### **A. Village of Lake Odessa**

- Provides use of streetlights.
- Authorizes the Village Manager to manage the banner program.
- Authorizes the Department of Public Works to install and retrieve streetlight banners for a fee to be set annually by the Village Council.
- The Council may hear appeals by sponsoring organizations that have had their application denied.

##### **B. Sponsoring Organization/ Applicant**

- Follows the banner program criteria established in the aforementioned policy.
- Creates their own respective original banner designs
- Bears the sole cost and responsibility of the design, manufacture, installation, removal, and storage of banners.

##### **C. Village Manager's Office**

- Manages the Streetlight Banner Policy
- Approves the designs for all banners.
- Determines placement and coordinates the installation and retrieval of banners with the DPW.
- Approves the placement of streetlight banners.

**APPROVED BY THE LAKE ODESSA VILLAGE COUNCIL ON AUGUST 16, 2021.**

**COUNCIL APPROVED FEE FOR 2021: \$300.00**



Streetlight Banner Application

Name of Special Event, if applicable \_\_\_\_\_

Organization Name: \_\_\_\_\_

Organization Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Applicant's Primary Contact Person: \_\_\_\_\_

Contact's Phone Number, Including Area Code: ( ) \_\_\_\_\_

Contact's Email Address : \_\_\_\_\_

Date of Special Event, if applicable: \_\_\_\_\_

Time Period Requested for banner exposure (maximum of 4 weeks): \_\_\_\_\_

Total Number of Banners to be hung: \_\_\_\_\_

Desired location of banners: \_\_\_\_\_

By signing below, the applicant agrees that they have received a copy of, and have read and understand, the Village of Lake Odessa's adopted Banner Policy. Furthermore, the applicant agrees to adhere to the aforementioned policy at all times and also understands that they will need to provide a professional proof of the banners proposed to be hung. The applicant also understands that there is a fee of \$300.00 that must be submitted prior to banner installation.

Applicant's Printed Name

Date

Applicant's Signature

For Office Use Only

Date Application Received \_\_\_\_\_

Fee Paid? Yes \_\_\_\_\_ No \_\_\_\_\_

Application: Approved \_\_\_\_\_ Denied \_\_\_\_\_

Date of Installation \_\_\_\_\_

Date of Removal \_\_\_\_\_