



<b>SECTION:</b>	<b>PUBLIC WORKS</b>
<b>NUMBER:</b>	<b>8.22</b>
<b>EFFECTIVE DATE:</b>	April 1, 2000
<b>ATTACHMENTS:</b>	Application/Map
<b>REVISION DATE:</b>	February 2, 2001 September 2002 April 2008 October 2009 (map) October 2010

## ADMINISTRATIVE POLICY

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**TITLE:           DISPLAY OF BANNERS ON STREET LIGHT POLES FOR  
COMMUNITY EVENTS**

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**PURPOSE:** The Historic Square of Woodstock is the focal point for many Community Events held throughout the year, which help to promote the City and offer a variety of entertainment and activities for the community. Most of the Community Events are coordinated by local civic and community service organizations, with the support and cooperation of the City of Woodstock and the Woodstock business community. The City of Woodstock wants to continue its support and cooperation, and expand the services provided, by offering the possible display of banners in the downtown area promoting these Community Events, and secondarily to identify the respective sponsors.

### *DESCRIPTION*

The City of Woodstock will install and remove banners for approved Community Events on the City owned street lights in the downtown area, on a “first come - first served” basis. Banners are to be provided by and maintained by the event organizer. Banners will be installed by the City on or about the first day of the month 30 days preceding the scheduled event (e.g. if an event is scheduled for June 15, a banner can be installed on or about May 1.) Banners will be removed by the City on or about the first day of the month following the Community Event.

### *PARTICIPATION*

Participation and placement of banners is limited to Community Events that have been recognized and approved by the City of Woodstock to be held in the downtown area of Woodstock. Banners for events to be held outside of the downtown area may be considered by the City Administration. Banners may not be displayed that include typical advertisement themes (such as but not limited to, “Sale”, “Open for Business”, “Grand Opening”, etc.).

### *DESIGN OF BANNERS*

Banners should be designed to reflect the unique nature of each Community Event and to promote the purpose and benefits to the community. The design and text of the banner can not include any corporate advertisements, other than the approved Community Event. The City encourages unique designs and bright colors that can add to the overall appearance of the downtown area. The City of Woodstock shall have the right of final approval for the installation of any banner to be installed under this policy.

Banners for a Community Event may identify any corporate sponsor for the event. Such identification shall be restricted to the bottom 10% of the banner (or affix a 30" x 12" {maximum} panel to the bottom of the banner) and can include only the name and/or logo of the corporate sponsor.

Specifications: The banner size must meet the following specifications. If there are any questions, please contact the Department of Public Works PRIOR to ordering banners.

- Rod spacing for banners is 96". Banner must be one inch longer on each end.
- Must have top and bottom reinforced grommets at pole side for fastening to poles. Grommets may not be located within rod pocket.
- Rod pocket opening must be 4" from fold to closest stitch.
- Maximum banner width is 30".
- Rod pocket must be double stitched.
- Recommend (not required) stitching for reinforcement of sides.
- Recommend that all banners be vented.

Placement: The City has approximately 58 street light poles where banners can be installed. The City reserves the right to limit the number of banners used for any Community Event. A map showing the approximate location of the street light poles is attached and an event organizer may request installation at a specific location(s), but again the City reserves the right to adjust the actual location site if other banners are currently installed. Anyone requesting installation at a specific location(s) should indicate both a first choice and also a second choice for the placement of their banner(s).

Request for Participation: Requests for participation in this service offered by the City shall be submitted to the Department of Public Works. Requests may be submitted using the attached form, or submitted in writing to the City, but shall include the following minimum information:

- Name of Community Event
- Scheduled dates for Community Event
- Dates requested for the display of banners
- Number of banners proposed for display
- Preferred location of banners (optional)
- Art work or sample of banner design, with colors
- Contact person's name
- Contact person's address
- Daytime phone number

**PRIOR APPROVAL FOR THE DESIGN AND INSTALLATION OF BANNERS IS  
REQUIRED FROM THE CITY OF WOODSTOCK. DO NOT ORDER ANY BANNERS  
WITHOUT FIRST OBTAINING CITY APPROVAL.**

**DISPLAY OF BANNERS  
FOR COMMUNITY EVENTS**

The following request is made for the following organization to provide banners to then be installed and removed by the City on street lights poles in downtown Woodstock.

**NAME OF COMMUNITY EVENT:** \_\_\_\_\_

**REQUESTED DATES FOR DISPLAY OF BANNERS:** \_\_\_\_\_

**NUMBER OF BANNERS TO BE DISPLAYED:** \_\_\_\_\_

**BANNER DESIGN:** attach art work, photo or sample of proposed banners

**PREFERRED LOCATIONS:** Please mark any preference for the placement of the banners on the attached map. If no preference is indicated, the City shall select the locations for the placement of the banners.

**EVENT ORGANIZER CONTACT INFORMATION:**

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

Mailing Address: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

Date Approved: \_\_\_\_\_

City of Woodstock  
Policy for Display of Downtown Banners  
For Community Events



} 4"

FOR CORPORATE SPONSOR  
NAME & LOGO ONLY  
(maximum of 10% of banner area)

Or 30" x 12" panel may be added to bottom of banner