

CITY OF SEQUIM
RESOLUTION NO. R-2005-19

A RESOLUTION ESTABLISHING A POLICY REGULATING BANNERS
AT CITY FACILITIES

WHEREAS, the City of Sequim has had an agreement with the Sequim Dungeness Valley Chamber of Commerce since 1996 regarding the scheduling of banners in the city; and

WHEREAS, an additional location for banner usage now exists thereby creating more scheduling activities; and

WHEREAS, banner customers have been required to follow several steps to schedule banner rental by contacting the Chamber of Commerce as well as the City of Sequim; and

WHEREAS, this new policy will greatly enhance customer service by allowing the customer to complete the entire transaction at one location.

NOW THEREFORE,

THE CITY COUNCIL OF THE CITY OF SEQUIM, WASHINGTON, DO ORDAIN AS FOLLOWS:

The City shall adopt the attached policy establishing regulation of banner use at city facilities.

PASSED BY THE CITY COUNCIL OF THE CITY OF SEQUIM, WASHINGTON, this _____ day of _____, 2005, and signed in authentication of its passage this _____ day of _____, 2005.

Walter E. Schubert, Mayor

Attest:

Karen Kuznek-Reese, CMC, City Clerk

Approved as to Form:

Craig A. Ritchie
City Attorney



Public Works Department
152 West Cedar Street
Sequim WA 98382
Phone: (360) 683-4908 Fax: (360) 681-0552

Regulation of Banner Use at City Facilities

Purpose. The purpose of this policy is to regulate banners in a manner consistent with the intent for which banner facilities were established.

Definitions. The Public Works Department has established two (2) sites along Washington Street for display of banners. There is one banner location at the east end of the city and one at the west end of the city. A banner is a 3' x 30' strip of canvas on which a sign may be painted in order to convey information relative to community events such as: entertainment, recreational, educational, sporting, and fund raising efforts of local non-profit community service organizations.

Philosophy. Banners are a direct imposition on every driver and passenger traveling on Washington Street in Sequim. These banners occupy public space on facilities installed and maintained by the Sequim Public Works Department. The Sequim City Council has determined that banners should be permitted only when they provide direct and positive benefits to tourists and the residents of Sequim, separating community activities and City functions from "for profit" activities of private enterprises, political issues, the sale of goods and services and the messages of religious organizations. Banners are to be utilized strictly for the purpose expressed herein, and shall not be allowed on the basis of indirect community benefit regardless of the status of the requesting party or organization.

Policy. This policy shall regulate all banners under Public Works' jurisdiction and shall be in addition to other municipal regulations. All banners to be displayed at Public Works facilities shall require authorization of the Public Works Director or his/her designee.

Procedures.

- Application
 - Before space is reserved and a banner is authorized, the following information must be provided to the Public Works Department:
 - Sponsor of activity to be promoted
 - Sketch of the proposed sign
 - Name, address and phone number of the contact person
- Payment
 - Before any banner is installed, the following must be completed:
 - Payment must be received with the banner agreement
 - A written receipt/permit shall be issued to the scheduled group/individual at time of payment
- Allowable Displays
 - The following are banners permitted for display:
 - Promotions for entertainment, recreational, educational, festival or sporting events sponsored by local non-profit community service organizations
 - Promotions of fund raising events sponsored by local non-profit community service organizations
 - Activities sponsored by the City of Sequim
 - Athletic and special community events that are commercially sponsored, when proceeds are used for specific community

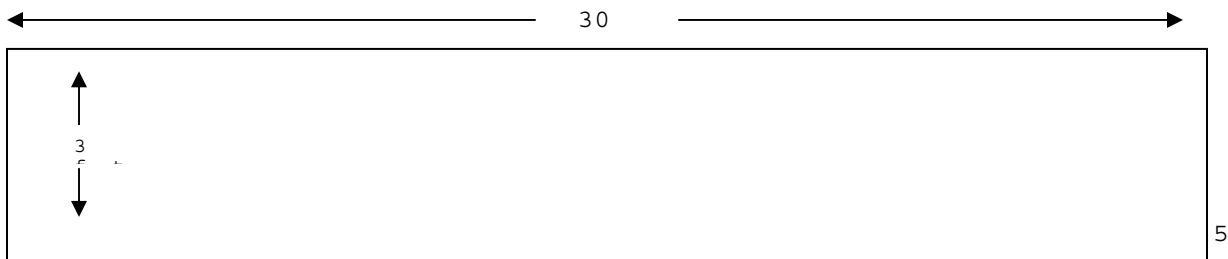
- service projects
 - Welcome messages, such as those for class reunions, conventions and conferences, athletic tournament participation, fishing event participants, local winner of major event, etc.
 - Promotion of sales and fund raising activities for youth organizations for their support
 - Promotion of sales for non-profit and community service organizations when a major portion of the proceeds will be for specific community and/or youth projects
 - Non-partisan and non-candidate voting information or reminders to vote
 - Entertainment, sporting, recreational, educational or fund raising events sponsored or promoted by other government agencies
- Non-Allowable Displays
 - The following are examples of banners that are not permitted for display:
 - Personal messages for family members
 - Promotion of a commercial enterprise "for profit" activity
 - Promotion for sales of goods and/or services for organizations with a purpose other than those listed above
 - Advertisements for clubs, churches, "for profit" organizations promoting an event or the sale of goods and/or services with an admission charge or other fee, when the profits will not be used for youth in the community or for a specific community service project
 - Advertisements for religious organizations with a message not related to an allowed category
 - Messages of political parties or political groups that are not related to an allowed category
 - Advertisements of clubs or organizations for events which would be primarily for listed membership participation

Appeal Process

- Requests for banners that are determined to be non-allowable by the Director of Public Works may be appealed in writing to the City Manager for final determination.
- Written requests must be received by the City Manager within seven (7) working days following denial.
- The City Manager will base all final decisions on the following criteria:
 - Whether or not the proposed banner meets the above criteria for allowable displays.

General

- Because the message presented and the sign appearance make a strong impression on residents and visitors viewing the signs, banner design must be of at least "semi-professional" nature and must be aesthetically appealing.
- The banner must not be utilized as a means to promote a venture, activity, business, event, or the sale of goods or services, that otherwise find difficulty advertising or placing permanent signs.
- In administration of the banner policy, care and caution must be given toward protecting the intent for which banner facilities are presented.



- ✓ Grommets shall be placed every 2 feet
- ✓ Air flaps (venting) shall be placed every 3 feet
- ✓ Plastic is not allowed unless it is heavy duty, nylon reinforced and hung at the owner's risk.



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 152 West Cedar Street
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BANNER RENTAL AGREEMENT

Please complete and return:

Application Date	Contact Name
Organization	Address
Phone Work _____ Home _____ Cell _____	Week Requested

- The rental fee of \$ 75.00 per week payable to the City of Sequim must be received with the rental agreement at least 30 days prior to installation.
- A sketch of the proposed sign and its message must be submitted to the Public Works Department for approval 30 days prior to installation.

Please note the recommended guidelines:

- Banners will not be installed if the material, construction, dimensions and grommet size do not meet the specifications.
 - o Banners are to be 3' wide and 30' long
 - o Grommets are to be placed every 2 feet
 - o Venting will be placed every 3 feet
 - o Proposed banner message: _____
- Bring the completed banner to the Public Works Department by 1:00 p.m. on the Friday prior to the scheduled installation date. There is no guarantee that banners brought in after this time will be hung on their scheduled Monday date.
- If you decide to cancel your reservation, please contact the Public Works Department as soon as possible so others may have the opportunity to reserve the space.
- Banners are taken down each Monday. Please make arrangements to pick up your banner at the Public Works Office no later than 4:30 p.m. on the Tuesday following its removal.
- REMEMBER: The people reading your message are traveling at 35 miles per hour. It is advised to make the lettering large enough to be seen. Avoid using too many words. Use a logo instead of a name, if it is well known.

Please sign: _____ Date: _____