

## **“Exhibit A”**

### **DOWNTOWN STREET POLE BANNERS POLICY**

#### **Purpose:**

The purpose of the Downtown Street Pole Banner Policy is to help local Richmond businesses advertise events they are sponsoring with banners that inform the public of their event.

#### **Downtown Street Pole Banners Policy:**

The following are the established guidelines for use of Village owned metal brackets:

1. The Community Development Committee (CDC) will be responsible for review of banner design and approval, when Village office staff does not have authority, and oversight that the policy is enforced.
2. Village office staff will be responsible for review of banner design and approval within their authority. They will also manage/track the use and availability of requested locations.
3. Business owners must complete a sign application form and provide any other documents requested.
4. Business owners are required to purchase banners at their expense.
5. Business owner's banners will be to Village specifications. Vinyl material, measuring 30" wide x 48" long, with grommets, and two pocket-sleeves located at the top & bottom.
6. Maximum number of Business Event Banners will be 50% of the total banners installed at any one time in downtown Richmond; the remaining 50% will be Village of Richmond "Welcome" banners.
7. Business owners may choose to hang 1 or 2 or the maximum of 3 banners.
8. Business owners may select which location(s) they wish their banners to be placed.
9. Banners will be installed onto two fiberglass rods that are affixed to the street poles, upon approval by the CDC.
10. Installation of approved banners will be done by Richmond's Public Works Department.
11. Banners may remain on street poles for a duration of 30 days. After the 30-day period, the Public Works Department will remove and return the business owner's banners.
12. Upon removal of a business owner's banner, the Public Works Department will replace it with a Richmond "Welcome" banner.
13. Each business will be limited to advertising two (2) events per year, and will be permitted on a first come-first serve basis.
14. The Village will not be responsible for any damage to banners due to weather, vandalism, during installation or removal or any other reason.
15. Re-hanging of banners in poor condition will not be allowed.