

# TIPTON MAIN STREET ASSOCIATION BANNER APPLICATION

Applicant will be provided a copy of the Banner Use Policy prior to completing application. Applications, proof of insurance, example of banner (only if this is the first time joining the program) and mapping must be submitted to the Tipton Main Street Design Committee by taking all required paperwork to the mayor's office in City Hall (216 S. Main Street) a minimum of 60 days prior to the installation date.

Date of Application \_\_\_\_\_

Name of Organization \_\_\_\_\_

Event or Special Occasion \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email address \_\_\_\_\_

Phone 1 \_\_\_\_\_ Phone 2 \_\_\_\_\_

Number of banners to be placed \_\_\_\_\_

Date banners to be installed \_\_\_\_\_

Date banners to be removed \_\_\_\_\_

Location of banners – **Circle pole numbers on attached map.**

**Please note that banners cannot be added to poles 93, 95, 103 and 106, due to the county using those for security cameras.**

Write pole numbers here \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_ Attach color document(s) containing detailed example of proposed banner.

\_\_\_\_ Attach proof of liability insurance.

\_\_\_\_\_  
Applicants Signature

## **TIPTON MAIN STREET ASSOCIATION BANNER USE POLICY**

### Purpose

Banner brackets are affixed to street light poles within the Tipton Main Street Association, boundaries. This allows the placement of 60 banners at a size of 4 ft. x 2 ft. These banners will create primacy of place and reinforce the City's identity, promote community events and community awareness.

The banner poles may be utilized by the City to promote community pride and identity, town events, and organizations serving the community. The policy will provide details on permissible uses of the banners, cost, and other details in the use of banner poles by interested agencies and organizations.

### Policies

- a. Banners may be used to promote special municipal events, communitywide events and other items of municipal interest. This includes, but is not limited to festivals, events, and special activities.
- b. No advertising of a for profit commercial nature is permitted except when a business is identified as a sponsor of the festival/event/activity.
- c. Banner designs should be of an artistic nature and will include bold, easy to read from a distance, text of dates, activities, logos and/or title of events. Both sides of the banner will include promotional information. Multiple designs are encouraged.
- d. Design shall be undertaken and developed by the applicant. Banners shall be produced in accordance with the design standards adopted as part of this policy.
- e. The applicant agrees to indemnify and save harmless the TMSA, City of Tipton, Tipton Utility, including but not limited to, its servants and agents against all loss, costs, actions, charges, or damages which it may suffer or be put to and from and against all claims or actions which may be made or brought against the TMSA, City of Tipton, Tipton Utility, its servants and agents, arising from the use of banners or from any noncompliance with or a violation of the terms of this policy and application and any schedules forming part of this policy or application. Applicant must provide proof of liability insurance.
- f. The content of each banner is to be reviewed and approved by the Tipton Main Street Design Committee. Applications must be reviewed and a determination made within thirty (30) days from the date the application was submitted. Appeals to the Tipton Main Street Design Committee decision shall be submitted in writing within thirty (30) days to the Tipton Main Street Association Board. The Board's decision will be final.
- g. Banners shall be installed and removed by the City of Tipton Street Department or their authorized agent. All applications must be submitted a minimum of sixty days (60) days prior to the date request for installation.
- h. Banners shall be placed for a minimum of 30 days and a maximum of 60 days except as approved by the TMSA for seasonal events or for TMSA year round banners.
- i. The banners shall be purchased, paid for and owned by the applicant. Neither the City of Tipton nor the TMSA are responsible for the care, maintenance or condition of the applicants banners.
- j. Neither the City of Tipton nor the TMSA will store the banners when not in use.

k. Banners shall meet the following construction specifications:

1. 4 ft long by 2 ft wide
2. 13 oz or higher grade banner material
3. 1.5-2.0 inch rod pocket at top and bottom
4. Rod pockets either double stitched sewn with cotton or nylon thread or permanently sealed
5. Grommets at both top and bottom for strapping to pole
6. Design should include bold solid elements for maximum visibility
7. Design should include highly contrasting colors for maximum visibility

l. *Application Fee Removed From Program in 2018*

- m. Applications will be considered on a first come first serve basis.
- n. Banners will be removed promptly by the City Street Department or their authorized agent if torn, damaged, or detached. The City of Tipton and the TMSA accepts no responsibility for damaged banners.
- o. Banners must be picked up within 24 hours of removal.
- p. Only banners approved by the TMSA will be displayed.
- q. Application approval is based upon adherence with this policy and in accordance with the requirements established by the City of Tipton Sign Ordinance and the Indiana Department of Transportation.
- r. Banners prior to this policy enforcement must meet the TMSA construction specifications.
- s. Banners must be delivered to the authorized installer at least fourteen (14) days in advance of the installation date.
- t. The City of Tipton, the TMSA and/or its agents are not be responsible for delays in installation or damage due to weather conditions.
- u. Tipton Main Street Association and City of Tipton are exempt from the requirement to make an application.

This policy is hereby passed and adopted on 06/16/16

*Tom Mason*

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President TMSA Board - Tom Mason

*Don Havens*

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Tipton City Mayor - Don Havens

*Michael Terry*

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Tipton Street Commission Public Works Manager - Mike Terry

