

POLE BANNER POLICY OF THE CITY OF CARTERSVILLE FOR CITY OF CARTERSVILLE POLE BANNERS AND DOWNTOWN DEVELOPMENT AUTHORITY POLE BANNERS

Pole banner Definition

Is as defined by the City of Cartersville Code of Ordinances and must meet the specifications as provided for in the City of Cartersville Code of Ordinances, Chapter 20 Signs and Outdoor Advertising. Article II. Sign Ordinance Section 20-24(b)(10).

Purpose and Application:

The purpose of this policy is to establish procedures for the placement of banners on City of Cartersville light and electrical poles upon which the City of Cartersville has installed brackets for such purpose and the messaging of other government service entities, and to advertise only City of Cartersville-specific events that hold a Special Events Permit from the City of Cartersville. Pole banners are displayed to inform the public of upcoming community events which have received a special event permit, as well as advertising for local non-profits.

Limitation on Use:

Because the City is not creating a public forum for expressive activity, the pole banners are to be used to convey:

- 1) City messages or information;
- 2) Information concerning programs or activities that are provided by other public entities whose jurisdiction includes the City of Cartersville and that provides governmental services to residents of the City; or
- 3) Information for programs or activities within the City that receive subsidy from the City and/or that have a contract with the City to provide services that the City would otherwise provide itself, including those sponsored by the Downtown Development Authority of Cartersville.

Because the pole banners are to be used to promote City messages and/or City subsidized or co-sponsored activities and events, in no case will a pole banner be used for commercial or non-commercial purposes by promoting a commercial (for-profit) or non-commercial (non-profit) event or company. Entities or organizations that do not fall within the categories described in this policy are not communicating City governmental messages and are not authorized to utilize the pole banner program.

Policy:

A pole banner may be displayed on existing brackets on City owned light and utility poles only to announce an event or non-profit initiative within the City limits. Pole banners shall use the following format:

- The name of the event will be printed in the largest and boldest type.
- The location and date of the event will be printed in a type smaller than that of the event.

- The name and/or logo of the non-profit sponsoring the event may be displayed in a type size smaller than that of the date and location.
- Other messages and statements are strictly prohibited without prior authorization from the City Manager's Office.

Pole banner Specifications: Must meet the specifications as provided for in the City of Cartersville Code of Ordinances, Chapter 20 Signs and Outdoor Advertising. Article II. Sign Ordinance Section 20-24(b)(10).

All applications must include a copy of the proposed pole banner design with the border of the pole banner clearly marked. The City reserves the right to reject pole banner designs if they are not readable by drivers from a distance. If printed pole banners do not match the approved design, they will not be installed.

Pole banners will be installed by the City of Cartersville or its designated contractor.

The Downtown Development Authority may submit a request to reserve the pole banner for the week of, or the week preceding, their event. The requested week is not guaranteed, and you should not consider your pole banner application approved until you have received written notice from the City of Cartersville.

Priority of Use

The City of Cartersville is the only entity authorized to suspend materials from the pole. The pole is owned by the City of Cartersville and as such, the City reserves the right to deny any pole banner request. The City of Cartersville has priority use over pole banner location. The City is not obligated to make any of these locations available for uses by anyone other than the City. However, in the event that the City is not hanging a pole banner at a particular time for a City event, the locations may be made available for use pursuant to the following priority of users:

- 1) City of Cartersville pole banners.
- 2) Pole banners advertising Cartersville-based events sponsored by the Downtown Development Authority.