

## 1.01 CITY OF NORTHFIELD BANNER POLICY

### A. Purpose

The purpose of this policy is to have uniform criteria related to the creation, placement, artistic design and costs related to the installation of the City’s Banners, ~~particularly those Downtown within the C1 District.~~ The At present, banners exist on City owned light poles with the Public Right-of-Way; this policy may also apply to future banner installations on City-owned light or utility poles. Banners are temporary display, and not intended to introduce or promote a particular branding element in Northfield. It is not the purpose of this policy to allow for changes to City logos or City-identified branding through this policy.

The objective for the Banner Policy in Northfield is to add color and excitement to the City streetscape, promote activities happening within the City, and to create a sense of place. The banners will be used to accentuate the aesthetic appeal, ~~especially as it relates to the qualities of hospitality and welcome in Northfield.~~ the downtown Northfield, C1 District. Banners are to be used for noncommercial and nonpolitical purposes only.

### B. SCHEDULE OF BANNERS ~~–DOWNTOWN~~

This policy establishes the schedule for existing banners ~~downtown located within the C1 District in Northfield.~~ The categories of banners include Holiday, Standard, St. Olaf, Carleton, and Defeat of Jesse James Days. These banners shall be installed on the “higher” non-decorative street light poles located on those streets identified in the attached Exhibit A. No other banners shall be installed unless outlined in the schedule below.

#### Holiday Banners

- Installed second week of November
- Removed first week of February

#### Standard Banners

- Installed second week of February
- Removed last week of April

#### St. Olaf Banners

- Installed last week of April
- Removed last week of May

#### Carleton Banners

- Installed last week of May
- Removed first week of July

#### DJJD Banners

- Installed first week of July
- Removed second week of September

Standard Banners

- Installed second week of September
- Removed second week of November

**C. COST OF THE BANNER CHANGE OUT AND BANNER REPLACEMENT COSTS--**

**DOWNTOWN**

Holiday Banners

- City of Northfield covers the cost of putting up and taking down the banners and the cost of replacing damaged or worn banners.

Standard Banners

- City of Northfield covers the cost of putting up and taking down the banners and the cost of replacing damaged or worn banners.

St. Olaf Banners

- St. Olaf College is charged City staff time and equipment charges for installing their banners.
- St. Olaf College is responsible for the replacement costs of the banners.

Carleton Banners

- Carleton College is charged City staff time and equipment charges for installing their banners.
- Carleton College is responsible for the replacement costs of the banners.

DJJD Banners

- City of Northfield covers the cost of putting up and taking down the banners and the cost of replacing damaged or worn banners as an in-kind contribution towards DJJD.

**D. REPLACEMENT OF EXISTING BANNERS & NEW ARTISTIC BANNERS**

The City has established an "Art in Public Places Policy", adopted per City Council Resolution 2017-073 on September 19, 2017. While banners may not be considered public art, the "Art in Public Places Policy" provides a framework and process for deciding banner decisions, and the Arts and Culture Commission ([ACC](#)) provides a sustainable city entity to facilitate the process. Any proposed changes or modifications to the existing banners, and any new banners need to comply with the following:

- 1) Process Approval

- Proposed new designs of the banners shall be reviewed by a Public Art Review Committee (PARC) selected for the purpose of banner approvals.
- A member of the Historic Preservation Commission (HPC) will be invited to participate in the PARC process for any banners under consideration in the Historic district of downtown Northfield
- ~~The Public Art Review Committee~~PARC shall advise the ~~Arts and Culture Commission~~ACC on recommendations ~~for a new or modified banner.~~
- ACC shall make the final decision of ~~the design of the new or modified banners,~~ based on the recommendations of the PARC group.
- After ACC preliminary approval at a meeting there will be a period of 2 weeks for public comment through the City website and City social media outlets. The ACC may choose to provide additional public engagement including, but not limited to, community feedback on options for final approval.
- The ACC may complete final approvals at a meeting after the prior processes are completed.

2) Artistic Standards

- In the case of a significant modification to the design of the Holiday, Standard, Defeat of Jesse James, St. Olaf and Carleton College banners, The PARC Group will determine through the PARC process the scope parameters, including design guidelines, materials used, and size of banners, for instance. These parameters will be documented through the PARC process, and are not included as Policy in this document.

3) Approval of Additional Banners

- The addition of hanging banners beyond the ~~five~~5 existing banner types including Standard, Holiday, Defeat of Jesse James Days, St. Olaf ~~and Carleton Colleges~~ banners shall be approved by the Northfield City Council.

4) Sponsorship of Banners

- It is not the intent of this Policy to allow for the sponsorship or branding of existing or new banners by a commercial, political or non-profit entity beyond the St. Olaf and Carleton Banners. Any exceptions must be approved by the Northfield City Council.

**E. REVIEW AND MODIFICATION OF THE POLICY**

The Policy will be reviewed periodically. Any review will consider comments and complaints since the last review and any factors affecting the Policy or its implementation.

City Council may modify the Policy at any time.

**F. LIMITATIONS**

While the City fully intends to meet the guidelines established in this policy, there may be times when this is not feasible. Issues including, but not limited to, budget constraints, critical equipment failure, weather, or other emergencies may prevent the City from meeting the guidelines established herein.

**G. EFFECTIVE DATE OF POLICY**

This Policy will be effective as of October 2, 2018. Modifications of the Policy will be effective on the date said modifications are approved by the City Council.