

1.01 DOWNTOWN 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 Downtown Banners. The banners exist on City owned light poles with the Public Right-of-Way.

B. SCHEDULE OF BANNERS

This policy establishes the schedule for banners. There are five (5) banners; Holiday, Historic, Saint Olaf, Carleton, and Defeat of Jesse James Day. The banner shall be installed in accordance with the schedule below.

Holiday Banners

- Put up around November 15
- Taken down around February 3

Historic Banners

- Put up around February 3
- Taken down around April 26

Saint Olaf Banners

- Put up around April 26
- Taken down around May 30

Carleton Banners

- Put up around May 30
- Taken down around July 2

DJJD Banners

- Put up around July 2
- Taken down around September 15

Historic Banners

- Put up around September 15
- Taken down around November 15

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

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.

Historic Banners

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

Saint Olaf Banners

- Saint Olaf College is charged City staff time and equipment charges for installing their banners.
- Saint 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's banners have artistic characteristics in their design. Therefore, with their artistic design, the City will utilize the Public Art Review Committee that was created with the "Art in Public Place Policy", adopted per City Council Resolution 2017-073 on September 19, 2017. Any proposed changes or modifications to the existing banners need to comply with the following:

- Proposed new artistic designs of the banners shall be reviewed by Public Art Review Committee.
- The Historic Preservation Commission shall review and provide input on the new proposed banners.
- Public Art Review Committee shall advise the Arts and Culture Commission on a recommendation of a new banner that will ensure a positive impact on the civic quality of life and aesthetic environment.
- ACC shall make the final approval of the design of the banners.
- Banner dimensions shall be 28" W X 79" L.

- St. Olaf and Carleton Banners designs or future changes to their banners are excluded from this process.

E. 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.

F. EFFECTIVE DATE OF POLICY

This Policy will be effective as of September 18, 2018. Modifications of the Policy will be effective on the date said modifications are approved by the City Council.