

City of Northfield, Minnesota	Policy Number: 9.01
PUBLIC WORKS (STREET DIVISION)	Adopted: 10/2/2018 – Motion 2018-111
BANNER POLICY	Revised:

1.01 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. 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. Banners are to be used for noncommercial and nonpolitical purposes only.

B. SCHEDULE OF BANNERS

This policy establishes the schedule for existing banners in Northfield. The categories of banners include Holiday, Standard, St. Olaf, Carleton, Defeat of Jesse James Days, and Hispanic Heritage. 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

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

DJJD Banners

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

Hispanic Heritage

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

Artistic Gateway Banner

- These banners will stay in place year-round

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.

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.

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- 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.

Hispanic Heritage Banners

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

Artistic Gateway Banners

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

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 serve on the PARC for any banners under consideration in the Historic district of downtown Northfield
- The PARC shall advise the 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 approval there will be a period of 2 weeks for public comment through the City website and City social media outlets.

2) Artistic Standards

- In the case of a significant modification to the design of the Holiday, Standard, Defeat of Jesse James, Hispanic Heritage, St. Olaf and Carleton College banners, the PARC Group will determine through the PARC process the scope parameters, including design

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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 existing banner types including Standard, Holiday, Defeat of Jesse James Days, Hispanic Heritage, St. Olaf and Carleton Colleges 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.

Exhibit A

- Arts Banner Corridor
- Streetlight Banner Corridor

