

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, Standard, Saint Olaf, Carleton, and Defeat of Jesse James Day. 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

Saint 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

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.

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 are considered art in public places. The City has established an "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.
- Public Art Review Committee shall advise the Arts and Culture Commission on a recommendation for a new or modified banner that will ensure a positive impact on the civic quality of life and aesthetic environment.
- ACC shall make the final decision of the artistic design of the new or modified banners, based on the recommendations of the PARC group.
- Selection of a new or modified design for the Carleton and St. Olaf banners is the responsibility of the owning college, not the ACC.

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 August 21, 2018. Modifications of the Policy will be effective on the date said modifications are approved by the City Council.