



VILLAGE OF RIVERSIDE BANNER SIGN POLICY

PURPOSE & POLICY STATEMENT: The Village of Riverside has authorized the display by local governments and eligible not-for-profit organizations of banners displaying public service messages, or promoting community events taking place within the Village of Riverside, on Village-owned sign display poles located in Guthrie Park and Centennial Plaza. This Policy is intended to provide guidelines to Village staff and banner sponsors regarding the process to be followed in applying for, reviewing, and approving the display of such banners.

ELIGIBILITY REQUIREMENTS: Applications for the display of banners containing eligible public service messages (“Eligible Messages”) or messages promoting community events taking place within the Village of Riverside (“Eligible Events”) may be submitted by eligible organizations (Eligible Organizations”).

Eligible Organizations are:

- Non-political civic organizations based in the Village which have been granted tax-exempt status under IRS Section 501(c)(3); or
- Local governmental entities such as the Village of Riverside, Riverside Township, local school districts, and groups/organizations sanctioned by or partnering with these entities.

Eligible Messages and Eligible Events are:

- Non-Political fundraising events taking place within the Village (e.g. “Cori Kids Triathlon,” or “Pancake Breakfast”);
- Community events taking place within the Village (e.g. Riverside Arts Weekend, or 3rd of July Celebration);
- Community announcements (e.g. Village Vehicle Stickers on Sale Now);
- Commemorative or Celebratory Announcements (e.g. Congratulations RB, State Champions); and
- Public service messages (e.g. Slow Down, School is Back in Session).

Banners that advocate, promote, debate, discuss or relate to any social issue, cause or event are prohibited. Banners that contain references to any political candidate, referenda, ballot question, political party, relate to any partisan political purpose or issue, or display the name of any candidate for public office or for anyone currently serving in a public office are prohibited.

The Village of Riverside reserves the right to refuse or withdraw approval for any banner or sponsor at any time.

RESERVATIONS: Display dates may be reserved through the Village of Riverside Public Works Department. The Public Works Department shall maintain a Banner Sign Calendar. Banner display date periods are established in two-week time blocks. An Eligible Organization other than the Village may only reserve space twice per calendar year. The Village shall at all times be given precedence for display of its own banners, to the exclusion of any other banners. Non-Village banners shall be allowed on a first-come, first-serve basis.

The sign display poles in Centennial Plaza are intended primarily for Village use, while the sign display poles in Guthrie Park are intended for use by both the Village and other Eligible Organizations.

APPLICATION: Applications are available from the Public Works Department or through the Village Clerk. Completed applications shall be submitted at least thirty (30) days prior to the proposed display date. Applications will be accepted up to six (6) months in advance of the proposed display date. Completed applications must include the following, as well as any other information requested in the application form:

- Applicant Name
- Name and purpose of Eligible Event, if applicable;
- Date of Eligible Event, if applicable;
- Date of proposed display of banner;
- Draft of proposed art work and message to be printed on the banner, including all text;
- Proof of nonprofit status, if applicable. Acceptable documentation includes the approval received from the IRS to qualify the entity under Section 501(C)(3) for a nonprofit exemption. Governmental entities need not submit such documentation; and
- Contact person, name, email address and phone number;
- Execution of a statement agreeing to defend, indemnify and hold the Village harmless from all claims relating to the banner, the activities of the Eligible Organization and the holding of the Eligible Event.

All completed applications must be accompanied by a written request on the Eligible Organization's letterhead stating the Eligible Event or Eligible Organization

APPROVAL: The Village Manager or his or her designee shall have sole authority to review applications for consistency with the requirements or purposes of this Policy, and to approve or deny banner applications, including design, content, location, and display dates. Banners that do not comply with the requirements or purposes set forth in this policy shall not be approved. Banner artwork, messages or wording that are not consistent with the requirements or purposes set forth in this policy shall not be approved. The Village strongly suggests that banners not be manufactured prior to approval. If the artwork, messages and wording on the completed banner are not consistent with the artwork, messages or wording in the approved application, the banner shall not be displayed.

TIMING: Banners are generally placed and removed on Mondays except when the Monday falls on a holiday. If Monday is a holiday, placement will occur on the following workday. After approval, banners should be delivered to the Department of Public Works two-weeks prior to display. Banners shall be installed and removed only by Village staff. After removal, the Village will email or call to notify the applicant that the banner is available for pick-up. The Village may dispose of any banner In the event it is not picked up within thirty (30) days following its removal.

BANNER SPECIFICATIONS: Banners shall conform to the following:

All banners must be professionally designed and manufactured or produced by a banner company. No handwritten or other homemade banners shall be accepted.

Banners shall be exactly four (4) feet high and eight (8) feet wide.

The banner must be made of canvas, vinyl or other approved material capable of withstanding typical weather conditions.

Each banner must have existing pocket holes along the top and bottom horizontal sides capable of accepting tubing with an outer diameter of 2 inches. Banners which do not have such pocket holes, or with missing, torn or ripped out pocket holes shall not be displayed.

To reduce wind resistance, “wind cuts” or “wind flaps” in the banner are required.

LIMITED PUBLIC FORUM: The Village, by creating this Policy, and allowing the display of banners at the designated locations, is not creating a public forum for public discourse or free expression, but is instead creating a limited public forum for the sole purpose of displaying Eligible Messages and/or promoting Eligible Events under limited circumstances and for limited time periods. The facilities designed for display of banners may be used, maintained, removed, and/or eliminated, at any and all times, at the sole discretion of the Village Manager or his or her designee.