City of Joplin Banner Management Policy

Purpose
This policy is adopted to establish the procedures and criteria for display of banners on public streetlight poles within the limits of the City of Joplin.

Review
The City will solicit banner requests via the city website. Banner requests will be reviewed by a committee consisting of City of Joplin staff, the executive directors of the Joplin Area Chamber of Commerce and Downtown Joplin Alliance. The City of Joplin will have final approval on all banners and locations. The City Manager is authorized to administratively approve recommendations from the committee provided that funds have been budgeted by City Council through the budget process. Approved banner requests shall have a three (3) year term before new designs or requests are considered.

Policy
The City of Joplin Banner policy is to:

- Compliment the aesthetic appearance and/or improvement of the City of Joplin, its commercial corridors, designated districts, and historic residential areas.
- Promote educational, cultural, recreational, and civic events and programs sponsored by various groups throughout the City of Joplin.

Permitted Locations
Banners may be hung from approved streetlight poles that are capable and designed to accommodate. New locations may be considered by request, feasibility, and cost.

Banners for civic activities may be hung from streetlight poles in all or part of commercial zoned districts.

Banners for identifying universities, schools, hospitals, similar not-for-profit institutions, and historic districts may be placed on streetlight poles in and adjacent to bordering the institutions, institution's facilities, and historic districts.

Banners Requirements

1. Banners may not display any legend or symbol which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity, or to be political in nature.
2. A banner shall not have displayed thereon any symbol which portrays a traffic control device, or which attempts to direct the movement of traffic.
3. Imagery and text must be appropriately scaled for long-range visibility.
4. Advertising of a specific products or logos shall not be allowed on banners. A banner may not display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements. A small sponsorship-type logo may be utilized upon approval and may not be larger than 10% of the banner area.
5. Inappropriate material will not be accepted, including but not limited to: offensive language, hate speak, pornographic images, and/or content considered demeaning and derisive. Decisions on the appropriateness of material will be determined by the review committee. The City retains the right to make final determinations in all reviews.
6. Unauthorized banners will be removed immediately upon notice by the Public Works Director.

Banner Construction
Only acceptable banners, which contain the appropriate size, construction, and finish materials, shall be used on public streetlight poles as specified by the Director of Public Works.

Banner Hanging
Banners and hardware shall only be installed and removed by the City of Joplin or authorized contractor.

Banner Sizes
Banner sizes will vary depending on which streetlight poles are utilized, and location conditions. The Public Works Department will determine the correct size of the banner by location for the applicant prior to approval.

Banner Installation Costs
Unless otherwise agreed to by the City, the City will evaluate each location and charge 50% of installation costs associated with contractors or staff hanging and removing the banners. All charges and fees shall be collected before banners are ordered and installed. New bracket locations requiring new brackets or hardware will require applicant to be charged 50% of acquisition. All bracket types and hardware will become the property of the City of Joplin and maintained as such.