

City of Mt. Pleasant, Michigan
ADMINISTRATIVE MEMO NO. 5 - 81

Issued: Oct. 31, 1981
Revised: Nov. 16, 2006

Subject: Street Banners

Summary Statement

Often, the City of Mt. Pleasant is requested to authorize the hanging of banners overhead and across city streets and state trunklines. Certain requirements must be met by the applicant, as outlined herein.

Application Requirements

1. Application for a banner permit must be made to the City of Mt. Pleasant Director of Public Works on the banner application form provided by that office four (4) weeks prior to banner placement. The four (4) week requirement is to allow the city to make application to the Michigan Department of Transportation for its approval of the proposed banner placement. Banner must conform to the General Requirements set forth below.
2. Upon receipt of approval from the Michigan Department of Transportation of the proposed banner placement, the applicant will be notified that the city banner permit application has been approved.
3. A ten dollar (\$10.00) fee shall be paid at the time of application for a permit. In the event a banner permit application is denied, the fee shall be returned.
4. In applying for a permit to hang a banner, applicants agree to indemnify and save harmless the city from any liability arising from the hanging, use or removal of said banner.

General Requirements

1. Banners shall be hung only from designated banner poles. Designated banner poles have been erected at the following locations:
 - a. Mission Street (BR-U.S. 27), 1800 feet south of Broomfield Road
 - b. High Street (West M-20), between Bradley and Wood Streets

Mission Street and High Street are state trunklines, and permission to hang banners is ultimately granted by the Michigan Department of Transportation. The locations for hanging of banners on state trunklines are restricted by a resolution adopted by the city commission, and only those locations above designated may be used, unless otherwise adopted by an amended resolution.

2. There are no designated banner poles on any city streets. Approval to hang a banner in an undesignated location may only be made provided written proof of authorization from the owner(s) of the supporting pole(s) or structure(s) is provided to this office and approved as sufficient upon application. At no time shall any banner be attached to concrete light poles or any other utility poles.
3. Banners should announce subjects of citywide interest without political implication. Banners may not advertise, promote the sale of or publicize any merchandise or commodity unless part of a general, citywide promotion.
4. The maximum period allowed for hanging banners is two (2) weeks.
5. Applicants are responsible for placement and removal of banners in accordance with the approved time period.
6. Banners are to be hung by city and MDOT approved safety cable to a minimum height of 18 feet above the street pavement and no closer than 200 feet either side of traffic control signals or any other traffic control device.
7. Banner decorations shall not include flashing lights that may distract motorists.

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/amm

[Form04a - Rev. 11/16/06]

Fee: \$10.00

Paid: _____ Receipt # _____

CITY OF MT. PLEASANT
Application and Permit To Hang Banner
On City Street Right-Of-Way

NOTE: This permit does not relieve the applicant from meeting any applicable requirements of law or of other public bodies or agencies.

Applicant's Name - Please Print or Type

Organization

Address

Telephone No. _____ Date

The above-named applicant hereby makes application for a permit to hang a banner on poles specifically erected for this purpose at the following location(s):

- a. _____ Mission Street, 1800 feet south of Broomfield Road
- b. _____ High Street, between Bradley and Wood Streets
- c. _____ Other (specify _____)

for a period commencing _____ and ending _____. A detailed description of the banner(s) is, as follows: (including type of material, safety cord detail, legend or symbol, etc.)

The design, method of installation and location of banners shall not endanger persons using the highway nor unduly interfere with the free movement of traffic.

The Applicant agrees by signing this permit application to indemnify and save harmless the City of Mt. Pleasant, Michigan, from any and all claims of every kind arising out of the hanging, use and removal of the banner(s) heretofore described at the location(s) above specified.

I HAVE READ THE REQUIREMENTS SET FORTH ABOVE AND IN ADMINISTRATIVE MEMO 5-81 (REVISED May 28, 1985), A COPY OF WHICH WAS ATTACHED HERETO UPON RECEIPT, AND AGREE TO ABIDE BY SUCH REQUIREMENTS.

Applicant's Signature _____ Date
CITY APPROVAL:

Division of Public Works Authorization _____ Date