

## Town of Amherst Street Banner Program Rules

### Purpose

The Town desires to create a limited public forum for the purpose of allowing nonprofit organizations that are promoting community, charitable, school, historical, religious or other civic events inside the corporate limits of the Town of Amherst to display banners across S. Main Street near Hangar Road.

### General

The S. Main Street at Hangar Road location is the only approved location where a banner across the street is allowed. No person shall install any banner at that location without obtaining a permit from the Town Manager.

Permits for banners shall only be given to (a) governmental and non-profit groups who sponsor in-town events that enhance the Town of Amherst's quality of life and (b) Sweet Briar College for on-campus events at the request of the Sweet Briar College president. Permits shall not be issued for banners promoting activities, events or for any other reason by for-profit organizations.

The Town of Amherst will be responsible for acquiring the required VDOT permit and installing and removing the banner at a time that is most convenient to the Town of Amherst following the issuance of a permit.

Any person or organization who is denied a permit may appeal the denial to the Town Council by providing a banner application form and a written description of the need for the banner and the grounds for the appeal.

### VDOT Requirements

**Banner content must be satisfactory to VDOT** as that agency must review applications and issue a permit before a banner can be installed. As such, banners must be consistent with State Regulation 24VAC30-151-450 and comply with all other applicable VDOT laws, regulations, policies, and guidance documents. Applicants are responsible for paying any fees assessed by VDOT directly to VDOT.

#### **24VAC30-151-450. Banners and Decorations.**

A county, town, or religious or civic organization shall obtain a single use permit to hang banners or erect holiday decorations (such as lights) across state highways. Banners and decorations shall not remain in place more than 30 calendar days and shall be a minimum of 21 feet above the center of the road. They shall not detract from, interfere with, or conflict with any existing highway signs or signals.

VDOT has indicated that the artwork and text content will be reviewed against the following standards:

- Maximum of (3) lines of written information, not including non-profit identification.
- Written information is to be in the most concise form of notes or phrases.
- Advertisements and catch phrases will not be allowed.
- Written information is not to be compromised by intersecting artistic elements.
- The non-profit entity requesting the banner permit is to be shown by name and/or logo.
- Phone numbers and web addresses that do not contribute to a perceived degree of driver distraction that is excessive as a result of the overall presentation of the banner, amount of information presented, proposed banner location, posted speed limit, or lane width may be allowed.

### Time Limits and Deadlines

The Town will process banner applications as received but no more than 180 days in advance of the proposed installation date. Early applications are encouraged, and applicants are advised that the Town is normally unable to expedite applications. VDOT review is required, and the Town cannot apply for such review until the full application has been received. A banner may not be displayed for more than 30 days. Applicants shall be responsible for retrieving their banners within 10 days after removal.

**Banner Application Contents**

- The application for a permit shall be on a form provided by the Town Manager and signed by an officer or responsible member of the non-profit applicant’s organization.
- Artwork depicting the proposed banner content, including all text, shall be included in the application. **Applicants are advised to not fabricate the banner prior to banner permit approval.**
- A Town permit fee shall not be required, but the applicant will be responsible for any VDOT fees.

**Banner Construction**

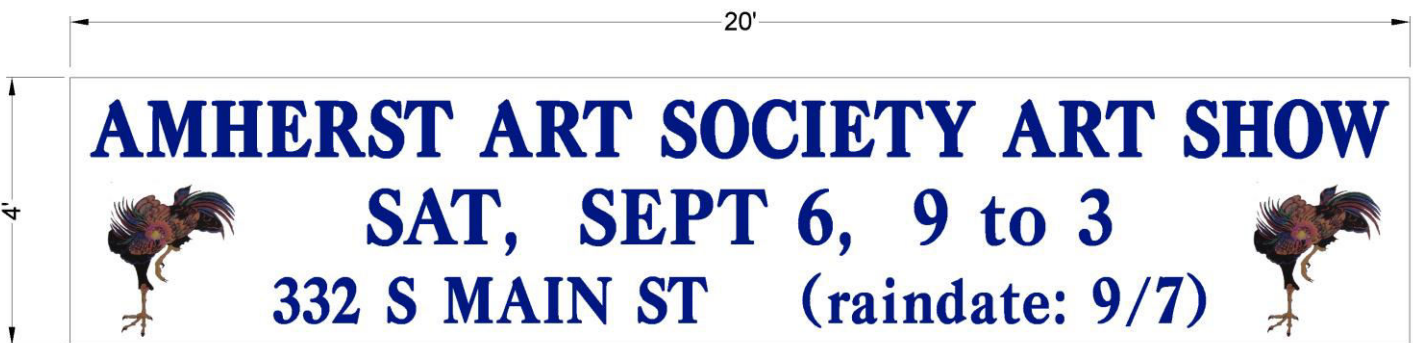
Mandatory Items:

- Banners shall be 4' high X 20' wide
- Artwork shall be included on both sides of the banner; one-sided banners are not allowed
- Sewn-in roping (if banner has ropes) or metal grommets in corners and along the top
- Reinforced/Double stitching on top of banner hem
- Wind slits cut in banner to limit swaying (and tearing) during gusting wind

Recommended Items:

- 16 - 22 oz weight vinyl construction
- Reinforced/double stitching on top of banner hem
- Banners should have a liner to decrease bleed
- Nylon webbing used in the hem
- Hem is single-folded and double-lockstitched with reinforced corners & grommets
- Rope stitched along top of banner; if rope is not used then use d-rings, o-rings, or snap hooks

Examples of approvable banner artwork:





## Town of Amherst Banner Permit Application

174 S. Main Street P.O. Box 280 Amherst, VA 24521  
 (434) 946-7885 townhall@amherstva.gov

Date: \_\_\_\_\_

Organization Name:	
Applicant Contact Name:	Cell Phone:
Address of Organization:	
Phone Number:	Email

Name of Event:
Date of Event:
Event Location:

### Banner Configuration:

<p><i>Artwork for the proposed banner, including all text, is to be provided with the application. The banner is to be 4' high x 20' wide to fit within the frame; small banners are difficult to rig.</i></p>	<p>— Perimeter • Grommets</p>
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Installation Date Desired:	Removal Date (not to exceed 30 days after installation):
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### **Application packages are to include this completed form and banner artwork.**

#### The following conditions are set forth in the issuance of this permit:

*I have read the Town of Amherst Street Banner Program rules and agree to abide by them. I acknowledge that we, the applicant(s), shall hold harmless, indemnify and defend the Town of Amherst, it's officers and employees, from any and all claims and lawsuits arising out of the installation of the sign/banner. I agree that this permit may be revoked or terminated and the banner removed without notice for good cause such as for safety reasons, anticipation of inclement weather or upon receipt of a lawful order.*

Signature (Nonprofit Applicant): \_\_\_\_\_ Date: \_\_\_\_\_

Application Approved: \_\_\_\_\_ Date: \_\_\_\_\_