

**EXISTING POLICY
ADMINISTRATIVE PROCEDURES AND POLICY FOR
APPROVAL AND INSTALLATION OF NON-COMMERCIAL BANNERS
IN DOWNTOWN**

Purpose: The purpose of installing banners in the downtown district is to promote the downtown revitalization initiative and to quickly convey a positive visual message about the central business district and what it has to offer.

Banner Type: A banners is defined as a piece of cloth that is intended to communicate a message through words, color, symbols or logos. The size of approved banners must be 30” X 60” and must be made of awning fabric, vinyl, nylon or alternative materials, subject to approval by the Town Manager. Only seasonal, informational or generic banners may be approved. Commercial advertising of any kind is not permitted.

Managing Authority: The Town Manager of Chapel Hill has the authority to review and approve the banners in coordination with the Chapel Hill Downtown Partnership.

Location of Banners: Banners may be hung over the street rights-of-way from the decorative streetlight poles on Franklin Street between Henderson Street and Merritt Mill Road and any other location in the downtown area as determined by the Town Manager.

Time Period: Banners may be permitted up to three months (ninety days), and extensions may be granted by the Town Manager.

Criteria for Approval:

- A. Application to install banners must be submitted to the Town for review and approval at least 45 days prior to actual installation date.
- B. The following streets may be eligible for banners: Franklin Street, Rosemary Street and Columbia Street, and other streets within the central business district.
- C. Banners are limited to the number of banner arm brackets that are installed in approved locations and must be hung on Town approved brackets only.
- D. All banners must conform to the North Carolina Department of Transportation (NCDOT) regulations regarding banners on state and federal highways and roadways. The Town of Chapel Hill is responsible for obtaining approval from Duke Energy and N.C. Department of Transportation if needed.
- E. The banners must be hung between the pedestrian light and the street light only. If there are power lines attached to the pole at that point, the banner cannot be installed on that pole.

- F. The Town of Chapel Hill or its Contractor will install and remove approved banners once quarterly and the requesting organization must pay for the installation and removal charges.