

**PROPOSED REVISED ADMINISTRATIVE PROCEDURES AND POLICY FOR
APPROVAL AND INSTALLATION OF NON-COMMERCIAL BANNERS AND FLAGS
IN DOWNTOWN**

Purpose: The purpose of installing banners **and flags** 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 banner 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~~**and** generic banners may be approved. Commercial advertising of any kind is not permitted.

Flags: Flag holders, distinct from banner arms, are to be used primarily to hang US, State and Town flags on holidays and special occasions as approved by the Town Manager. In certain instances, the Town Manager can permit the use of other flags or flag-type banners in flag holders if the duration of the display is limited to five days or less and the requesting group understands that the Town would not be responsible for maintaining the flags or banners while they are mounted. Requests for this type of display would still be submitted to the Downtown Partnership and forwarded to the Town Manager for approval. The Town Manager reserves the right to waive the 45 day application period. All other requests must comply with the standard banner type and purpose specified herein.

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. **Utility poles identified by the Town and the Chapel Hill Downtown Partnership for the displaying of banners and flags may not be used for both a banner and a flag at the same time.**

Time Period: **Standard** banners may be permitted up to three months (ninety days), and extensions may be granted by the Town Manager. **The display of flags and flag-type banners in flag holders is limited to five days.**

Criteria for Approval:

- A. Application to install banners **and flags** must be submitted for review and approval at least 45 days prior to actual installation date, **unless otherwise authorized by the Town Manager.**
- B. The following streets may be eligible for banners **and flags**: Franklin Street, Rosemary Street and Columbia Street, and other streets within the central business district.

- C. Banners **and flags** are limited to the number of banner arm brackets **and flag holders** that are installed in approved locations and must be hung in Town approved brackets **and flag holders** only.
- D. All banners **and flags** must conform to the North Carolina Department of Transportation (NCDOT) regulations regarding banners **and flags** 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 **and flags** 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 **or flag** cannot be installed on that pole.
- F. The Town of Chapel Hill or **its a** Contractor will install and remove approved banners **and flags**. ~~once quarterly and~~ **†**The requesting organization must pay for the installation and removal charges.