



Banners that do not meet specifications cannot be placed over Main Street. Please read this information carefully before a banner is made.

Attached is the Banner Application Form. **We strongly recommend contacting the Recreation department to determine space availability before having a banner made.** Banners not meeting all of the criteria are not allowed to be displayed. Street banners are not for commercial advertising, only non-profit organizations are eligible to apply. If your banner is being used to advertise a special event held in Springville, please contact Alex Roylance a minimum of 30 days prior to your event at aroylance@springville.org to obtain a Special Event Permit application.

Springville Main Street is 110 feet wide. The banner can be up to 30-40 feet long and between 2' and 4' tall. Rope and banner should total at least 120 feet in length.

Banner Construction:

Banners must be preassembled to meet the following standards:

- The banner can be made out of any of the following materials: Heavy Canvas, Mesh or Pliable Vinyl (16-18 oz over nylon mesh). Due to possible winds, light-weight vinyl or stiff vinyl banners are not allowed.
- Grommets must be placed every 24" across the top of the banner and at all four corners. Only 3" Carabineers type hooks (see photo) must be placed in every grommet. Please **DO NOT USE** "Dog Clip" type hooks. They tend to unhook in high winds.
- Edges of all four sides of the banner must be folded over and hemmed to ensure the necessary durability. Heat sealed, taped or cut edges do not meet durability standards and cannot be hung.
- Rope must be 3/8 – 1/2 inch thick cotton, polypropylene or nylon, woven not twisted. There must be at least 50 feet to extend from each side of the banner, top and bottom, totaling 120 ft length including banner and rope. It is strongly recommended that the rope be stitched into the banner along the top and bottom edges. This will require additional rope but give the banner added strength and help keep the grommets from ripping through the edges.
- The banner must be 20% ventilated. This can be accomplished by either using mesh material or cutting "half moon" shaped vents 4"-6" wide and facing down throughout the banner. Any shape other than a "half moon" has a tendency of ripping in the wind. The ventilation allows for the wind to blow through the banner and keep it from ripping or twisting.

UDOT regulations allow banners to be displayed for 2 weeks prior to an event and up to 3 days after an event. There are 3 banner locations on Main Street. They are at 100 North, 100 South, and 300 South. Banners cannot be hung over roads at any other location. Banners are hung on a first come basis. Requests to hang a banner at a specific site will be considered but not guaranteed. Bring the banner to the recreation department to arrange for installation. Please allow at least 3 business days for the banner to be hung. Once the banner is removed, you will be contacted and must pick it up.

UDOT regulations **DO NOT** allow the following things to be included on a banner:

1. Logos of businesses.
2. Advertising of businesses. The name of a business may be included only if the business name is an integral part of the name of the event. For example: "The Macy's Thanksgiving Day Parade" or "The Toyota 500" would be accepted but "The New York Thanksgiving Day Parade brought to you by Macy's" or "The Daytona 500 sponsored by Toyota" would not.
3. Verbiage that may be considered offensive.
4. Political advertising.
5. A website address of a business.



If you have additional questions please contact the Recreation Department by calling (801) 489-2730 or come to the office at 443 South 200 East, Springville, Utah 84663

5/16" spring link (200 lb) locking hooks



Springville City

Street Banner Application

Organization Name: _____

Contact Person: _____

Address: _____

Phone Numbers: _____

Requested Dates: _____

A drawing, mock up or photo is required with this application in order to ensure that the banner content meets UDOT specifications.

The City has determined that it would be beneficial to the City as a whole to allow existing utility poles to be used to display street banners for the limited purpose of encouraging and promoting community identity, community organizations, community activities and events.

Neighborhood-based organizations and local non-profit organizations may request their banners to be hung provided that such banner contain no commercial content and in no way identify a commercial product or business logo. Banners may be hung for up to 14 days prior to the date of the event.

FEES

There is a \$10.00 fee for each banner application. The first banner installation per organization per calendar year shall be at no cost. Second banner installation per organization per calendar year shall be \$50.00. Third and Fourth banner installations per organization per calendar year shall be \$100.00 each. Any banner installations after the fourth banner per organization per calendar year shall be \$200.00

Applicant agrees to indemnify and hold Springville City harmless, including a reasonable attorney's fee, for any damage to the banner or damage to any other person or property as a result of hanging or allowing the banner to be hung.

Authorized signature: _____ Date: _____

FOR OFFICE USE ONLY

- Drawing/Photo/Mock up
- \$10.00 Application Fee
- City Approval _____
- Installation Fee _____
- Banner Picked Up _____