

Community Event Use of Arches Banner Policy  
Approved by City Council 1/14/2015

**Objective:**

The objectives of this policy are to:

- Provide a documented process on how community event organizers may obtain approval by City Administration to install temporary, short term community event signage, taking place within the Grand Blanc Community.
- Ensure there is equitable access to event signage for community event organizers.
- Ensure that event organizers are aware of Council's requirements so as to assist and encourage community event signage and to ensure organizers receive approvals in a timely manner.

**Background**

This policy has been developed to provide for the approval and installation of community event signage within the City of Grand Blanc utilizing the Grand Blanc Community Arches. It is the intent of this policy to ensure that any signs are visually attractive and provided in a uniform manner so that they are easily identified, located and understood by motorists.

**General**

Council has identified the Arches as being suitable for the promotion of community events. The display of a sign at this location shall be subject to obtaining approval in accordance with Council's Community Event Use of Arches Banner Policy.

It is Council policy that the signs must promote an upcoming community event that is being held within the Grand Blanc Community. The community events may be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.

**Eligibility**

The eligibility criteria for community events signage under this policy are as follows:

- The applicant must be a not-for-profit incorporated organization or a commercial organization promoting a community based event.
- The applicant is preferably based in the Grand Blanc Community
- The proposed activity or event will take place in the Grand Blanc Community.
- The event must encourage a high level of community participation.

Organizations/individuals that are **not eligible** to make an application under this policy are:

- Commercial venues ( i.e. pubs or licensed venues)
- Business Operations
- Real Estate Agents
- Weekly sporting competitions
- Garage sales and estate sales
- Events that are entirely of a commercial nature, with no perceived community benefit, as determined by the City Council.

**Application Process**

Applications must be made on the approved form and can be lodged a minimum of four (4) weeks and maximum of four (4) months prior to the date. Incomplete applications will not be accepted. City Administration (City Manager and Clerk) will be responsible for approval of all banner signage. Applicants who are denied may appeal the Administrative decision to City Council.

**Booking Preferences**

Booking preferences will be given to the following events, in order of priority:

1. Municipality sponsored events.
2. Community events that have obtained prior approval by Council.
3. Other Community Events organized by not for profit incorporated associations (i.e. school events, cultural or sporting events).

The allocation of sites is on a “first come, first served” basis.

#### **Conditions of Use**

1. Design templates and/or existing signs are to be reviewed and approved by City Administration prior to printing.
2. Signs relating to an event may be erected up to three weeks prior.
3. Signs relating to events must be removed within five days of the conclusion of the event.
4. Community event signs are to be furnished by the applicant and built to City specifications.

#### **Signage Design**

Signage should be of a professional standard and in accordance with signage guidelines.

To maximize the impact of signage design, the following points are to be considered:

- Inclusion of dates and venue information in large bold writing
- Graphics that are simple and bold
- Use of text only where it forms part of the established image of the event or logo and
- Commercial sponsorship logos are prohibited.

City Administration reserves the right to refuse permission to display signage on any grounds, particularly for any signage that, in the opinion of Council:

- Is poor in appearance
- Projects an offensive message
- Displays an offensive message
- Contains offensive language
- Promotes a commercial activity or organization (outside the scope of the policy)
- Incites hatred or aggression in any form
- Is unlawful under and local, state or federal law, and
- Is considered as promotion of a political, religious, or racial nature.

Design templates and/or existing signs are to be reviewed and approved by City Administration prior to printing.

**Fees and Charges** – Please refer to the City of Grand Blanc Fee Schedule for annual fees and charges.

# GRAND BLANC ARCH

