

RESOLUTION NO. 41-99

BE IT RESOLVED by the Township Trustees of Union Township, Butler County, Ohio that:

WHEREAS, the Board of Trustees of West Chester (Union Township), Butler County, Ohio is committed to creating an identity that promotes community and quality of life for all of its residents; and

WHEREAS, the Board of Trustees recognizes that community identity and high quality of life are enhanced through orderly and planned development; and

WHEREAS, orderly and planned development incorporate design and implementation of community amenities, including pedestrian and bicycle facilities, recreation and park development, urban design and revitalization, community entrance vistas, beautification areas, etc.; and


WHEREAS, in an effort to enhance the quality of life and beautify the streetscape of West Chester's development areas and corridors, the Board of Trustees recommended creating a street banner program; and

WHEREAS, on September 28, 1999, the West Chester Street Banner Program Administrative and Operational Guidelines were presented to the Board of Trustees; and

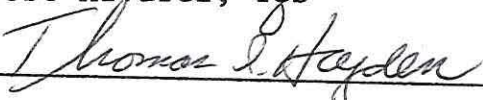
WHEREAS, at their regular meeting on October 12, 1999, the Board of Trustees approved the Administrative and Operational Guidelines for West Chester's Street Banner Program

THEREFORE BE IT RESOLVED, that the Union Township Board of Trustees does hereby approve and create a street banner program for West Chester, subject to the attached guidelines.

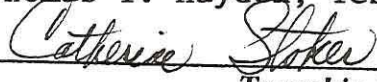
Adopted the 12th day of OCTOBER, 1999



Jose Alvarez, Yes



Thomas I. Hayden, Yes



Township Trustees
Catherine Stoker, Yes

Attest: 

Township Clerk

Administrative and Operational Guidelines for

West Chester's
Street Banner Program

October 12, 1999

West Chester, Union Township Board of Trustees
9113 Cincinnati-Dayton Road
West Chester, Ohio 45069

WEST CHESTER STREET BANNER PROGRAM

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I. INTRODUCTION

In an effort to beautify the streetscape and improve the aesthetic quality of West Chester's development areas and corridors, the Board of Trustees shall create a street banner program accomplishing the following goals:

- Promote a unified look to a development area or corridor
- Enhance a development area or corridor through graphic design, color, texture, etc.
- Assist in the promotion of cultural and civic events
- Create an effective administrative body to implement West Chester's streetscape program

Any public or private commercial development area or corridor, within the limits of an established lighting district, pursuant to Ohio Revised Code, Chapter 515, shall be eligible for the West Chester street banner program and shall adhere to the standards outlined in these guidelines. Upon approval by the Board of Trustees, any eligible public or private development area or corridor shall be designated a street banner program area when any sponsoring entity, purchases and installs poles, brackets, and banners. Any sponsoring entity desiring to designate their eligible development area or corridor as a West Chester street banner program area shall file an application and appropriate plans with West Chester, Union Township.

Existing commercial areas or corridors (Olde West Chester, Cincinnati-Columbus Road or other commercial centers on public streets), although not contained in a commercial lighting district, shall be permitted to display banners on existing utility poles subject to approval of the applicable utility company and the Board of Trustees or their designee.

Except by approval of West Chester, Union Township, no banners, signs, or other decorations shall be attached to light poles or other appurtenances contained in the approved street banner program area. Banners may not be used to advertise or promote political candidates, parties, or issues.

Initially, a minimum of fifteen (15) poles, brackets, and banner sets (30 banners) shall be constructed and installed. The designated West Chester street banner program area may be expanded in increments of five (5) banner sets (10 banners).

The West Chester street banner program shall consist of two categories and shall adhere to the standards outlined in these guidelines: seasonal banners and supplemental banners.

II. SEASONAL BANNERS

During the majority of the calendar year, West Chester may display seasonal banners of interest to the general public. The seasonal banners shall promote cultural, civic, and seasonal events and activities. Examples may include:

Holidays and Seasons
Fun Fest
RASKALS
West Chester Amphitheater Events
Township Department Programs and Activities

For any calendar year, West Chester shall reserve the right to display double-sided seasonal banners six months of the year. The remaining six months of any calendar year, as mutually agreed upon by the sponsoring entity and West Chester, supplemental banners may be displayed either double-sided or in combination with seasonal banner.

III. SUPPLEMENTAL BANNERS

Approximately six (6) months of any calendar year, supplemental banners may be displayed by the sponsoring entity, either in place of or in addition to, West Chester sponsored banners.

During the available six (6) months, the sponsoring entity may display supplemental banners either double-sided or in combination with seasonal banners. At a minimum, supplemental banners may be displayed on one-side of a double-sided pole, unless West Chester determines that no seasonal banners will be displayed and agrees that supplemental banners may be displayed double-sided.

The sponsoring entity shall be responsible for all costs related to the production and printing of the supplemental banners.

IV. STREET BANNER PROGRAM REGULATIONS

- A. **Light Pole Height** – The maximum height of a light pole shall be forty-two (42) ft. in height from the elevation of the surface of the ground. Upon approval by the Board of Trustees or their designee, alternate light pole heights shall be permitted; however, consistent light pole heights must be maintained along any street.
- B. **Banner Size and Features** – Banners displayed on light poles that exceed thirty-five (35) ft. in height from the elevation of the surface of the ground shall be 36” (3’) wide and 96” (8’) in height after hemming. The banners shall be printed on both front and back and have a printing area of 32” x 88”.

Banners displayed on light poles thirty-five (35) ft. and lower in height from the elevation of the surface of the ground shall be 30” (2.5’) wide and 60” (5’) in height after hemming. The banners shall be printed on both front and back and have a printing area of 24” x 52”.

Consistent banner sizes shall be maintained along any street.

- C. **Banner Graphics/Content** – Content of banner design shall graphically or symbolically represent or depict the development area or corridor or the event and are subject to the approval by the Board of Trustees or their designee.

1. A commercial entity or entities that are the prime sponsor(s) of a cultural or civic event or activity of general public interest, displayed on a seasonal banner, may be given sponsorship(s) credit on the lower quarter of the printing area. The total graphic space allocated for sponsorship(s) shall not exceed 25% of the printing area and shall be displayed at the lower quarter.

No telephone numbers or similar forms of advertising are permitted.

Example: CONCERTS IN THE PARK
 Sponsored by the First National Bank of
 Cincinnati and Scripps Howard

2. During supplemental banner display periods, the sponsoring entity shall use the banners to graphically display information about the development area or corridor. The sponsoring entity may be given credit on the lower quarter of the printing area and may use their commercial name, logo or other similar graphic. The total graphic space allocated for sponsorship(s) shall not exceed 25% of the printing area and shall be displayed at the lower quarter.

- D. **Banner Graphics Approval** – Supplemental banner designs are subject to approval by the Board of Trustees or their designee. Preliminary banner designs shall be submitted to the Board of Trustees for approval and shall be required to adhere to the standards outlined in these guidelines. Revisions may be necessary and must be completed prior to application approval.
- E. **Length of Banner Exposure** – Unless extended by West Chester, Union Township, supplemental banners shall be displayed for a maximum of thirty (30) days before being replaced by seasonal banners. All banners shall be installed by West Chester, Union Township. Scheduling shall be determined and outlined in the street banner program area designation application process.
- F. **Storage/Liability** – All supplemental banners shall be the property of the sponsoring entity. Once the supplemental banners are removed, they shall be returned to the sponsoring entity and may be used again at a later display date. West Chester is not responsible for any damages to the supplemental banners occurring during display periods or during the installation and removal of said banners.

**APPLICATION TO DESIGNATE AN AREA FOR A
STREET BANNER PROGRAM**

West Chester, Union Township Board of Trustees
9113 Cincinnati-Dayton Road
West Chester, Ohio 45069

.....
FOR WEST CHESTER ADMINISTRATION USE ONLY:

DATE FILED _____ DATE RECEIVED _____

RECEIVED BY _____

DISPLAY DATES FROM _____ TO _____

.....
NOTE: THIS APPLICATION MUST BE TYPEWRITTEN. USE ADDITIONAL
SHEETS IF NECESSARY

NAME OF APPLICANT _____

ADDRESS _____

PHONE NO. _____

LOCATION OF DEVELOPMENT AREA OR CORRIDOR:

SECTION _____ TOWN _____ RANGE _____ PARCEL(S) _____

General Description of Development Area or Corridor requesting Street Banner Program
Area Designation including public street name(s) where banners shall be installed

Name and Address of Owners if Poles are to be installed on Private Property

Phone No. _____
Phone No. _____
Phone No. _____
Phone No. _____

2. WRITTEN REQUIREMENTS

2.1 **DESCRIPTION OF REQUEST AND REASON**

On a separate sheet, please address the following questions:

- a) Description of the proposed development area or corridor requesting street banner program area designation.
- b) Explanation of the applicant's purpose in designating the proposed development area or corridor as a street banner program area.
- c) What is the benefit that the township or community as a whole will derive from this particular request?
- d) What identified community goal or objective will be achieved by this particular request?

2.2 **PROPERTY DEED**

If the proposed designated street banner program area contains private property, submit one copy of the deed to the subject property as filed in the Butler County Recorder's Office.

2.3 **LETTERS OF APPROVAL**

Letters of approval from the Butler County Engineer's Office, the Cincinnati Gas and Electric Company, the Cincinnati Bell Telephone Company, and any other applicable utility agency must accompany the application. The letters shall specifically state that the proposed plan is acceptable.

2.4 **APPLICANT'S AFFIDAVIT**

Complete and submit the original and one (1) copy of the Affidavit for every property owner in the proposed area (provided in this packet).

3. GRAPHIC REQUIREMENTS

____ 3.1 STREET BANNER PROGRAM AREA PLAN

Submit five (5) copies of the street banner program area plan at a scale of one hundred (100) feet to the inch or larger containing the following information:

- ___ A. the proposed boundaries of the development area requesting street banner program area designation
- ___ B. copy of lighting district plan, illustrating public streets and location of light poles on streets
- ___ C. title, scale and north point (north shall be at the top of the plat)

____ 3.2 REDUCED AREA PLAN

Submit one (1) copy of the street banner program area plan reduced to an 11" x 17" sheet of paper. The information contained on the reduced version of the plan shall be the same as which is required above.

____ 3.3 BANNER DESIGN PLAN

Submit five (5) copies of the banner design plan to scale, illustrating the banner size, features, dimensions, and graphic content. Banner designs shall be subject to approval of the Board of Trustees or their designee.

INFORMATION SUBMITTED SHALL BE ASSUMED TO BE CORRECT AND APPLICANT AND/OR AGENT SHALL ASSUME RESPONSIBILITY FOR ANY ERRORS AND/OR INACCURACIES RESULTING IN AN IMPROPER APPLICATION.

Signature of person preparing this checklist

Date Submitted

OWNER'S AFFIDAVIT

STATE OF OHIO
COUNTY OF BUTLER

I (we) _____ hereby certify that we are all of the owners of the real estate which is the subject of the pending street banner program area application; that we hereby consent to the Board of Trustees of Union Township creating a street banner program area and that we understand that our application will be considered and processed in accordance with the regulations as set forth by the Board of Trustees; that we agree to accept, fulfill and abide by those regulations and all stipulations and conditions attached to the approval of this application. The statements and attached exhibits are in all respects true and correct to the best of my/our knowledge and belief.

Signature

Print Name

Mailing Address

City, State, Zip

Phone

Subscribed and sworn to before me this _____ of _____
1999.

Notary Public

Person to be contacted for details, other than signatory:

Name Address Phone No.

TERMS AND CONDITIONS

1. The Applicant shall indemnify/save harmless and insure West Chester, the Butler County Engineer's Office and any utility company, herein referred to as the "Community" against:
 - A. Any and all damage and loss that may result to the equipment or any property owned or used by the Community.
 - B. Any and all legal and other expenses, claims, costs, losses, suits, or judgements for damages or inquiries arising to persons or property.
 - C. Any manner by reason of the use or maintenance of its attachments to the poles and fixtures of the Community.
 - D. Any manner by reason of the acts of negligence of the agents or the employees of the Applicant while engaged in the work or placing, maintaining, renewing, or removing the attachments on the affected poles.
 - E. Items A through D inclusive by providing liability insurance in the amount of \$1,000,000 per occurrence and the Community shall be named or added as insured.

2. Banners can be displayed once:
 - A. The light poles have been inspected and approved by the Community.
 - B. The banners have been approved by the Community and meets the conditions described in #6.
 - C. The Street Banner Program Area application has been approved.

3. Banners can remain upon the light poles;
 - A. For the period stated on the face of the application or unless mutually agreed upon by West Chester, Union Township and the Applicant

4. Attachments shall not interfere with the working use of signals, signs, and/or wires and shall not be installed on light poles having:
 - A. Traffic signal equipment (traffic signals, pedestrian signals, span wires, overhead detectors).
 - B. Flashing lights (school flashers, prepare to stop flashers).

- C. Warning signs (black legend on yellow background) and/or regulatory signs (black legend on white background).
 - D. Electric conduit that runs the length of the pole.
 - E. Visibility conflicts and/or other safety related concerns.
5. At the sole expense of the Applicant for:
- A. Brackets and installation of such.
 - B. Banners, flags, flower post, etc.
 - C. Maintenance to keep the attachments secure and in good working condition so as to not create a public safety hazard.
 - D. Removal, relocation, and/or alterations as deemed necessary by the Community as described in #3 and #7.
6. The banners shall:
- A. Be constructed of a high quality flame-retardant material (awning fabric).
 - B. Not exceed 36" in width and 96" in height.
 - C. Have a minimum clearance of:
 - 1. 10 ft. above the elevation of the surface of the ground unless the banner imposes over the paved roadway, then an 18 ft. clearance must be maintained
 - 2. 2 feet from any electric line or cable line with no electrical component as part of the attachment.
 - 3. 42 inches from any electric line or cable line with an electrical component as a part of the attachment.
 - 4. 7 feet from any high-tension electric line.
 - D. If an electrical component is part of the attachment, it shall be installed in accordance with the practices of the electric trade for outdoor installations as defined in the "National Electric Safety Code"; and the installations shall be approved by the Community.
7. After the application has been approved and the banners are in place, the Applicant shall:
- A. Keep the banners safe and in good working condition.

- B. Remove banners at the end of the application period.
- C. Transfer banners if pole is replaced or equipment on pole is rearranged.
- D. Be billed by the Community for any and all expenses incurred in relocating or removing attachments from the affected poles if such is deemed necessary by the Community on any basis.