



VILLAGE OF GLENCOE

FORMS & APPLICATIONS

675 Village Court, Glencoe, Illinois 60022
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www.villageofglencoe.org

Last Updated: February 2023

Downtown Street Light Banner Policy and Application

You may complete the form electronically and e-mail a saved copy to info@villageofglencoe.org or print and mail, fax or deliver the form to the department listed at the end of this form.

Section A: Background and Intent

The Village's custom streetlights are equipped with banner arms to allow for the display of community events and seasonal banners. The banners provide opportunities to enhance the downtown central business district and to inform Village residents and visitors about the Village, its institutions and various civic events. Street light standards within the Village have not been historically used as a location for public expression and streetlight standards have not been designated as a public forum. Accordingly, all streetlight standards are treated as a "non-public forum."

Section B: Procedure

Banners promoting or celebrating the Village, its institutions, or announcing a community-wide civic event may be permitted for display on the Village's downtown street light poles within the parameters set by this policy.

Banners that promote or celebrate the Village include those banners that:

- Promote an organization or program subsidized or sponsored by the Village;
- Identify the downtown central business district;
- Are donated by the chamber of commerce or a retailers association that promote the downtown shopping district;
- Are for significant events or institutions that are sponsored by the state or federal government and have unique ties to the Village; and
- Celebrate significant anniversaries of Village businesses and community institutions in increments of 5 years starting with the 20th anniversary.

Civic institutions include significant Glencoe-specific cultural institutions, such as the Chicago Botanic Garden or Writers Theatre, important community institutions, such as schools and houses of worship; and direct-service charitable organizations with a presence in the community.

Civic events are events that are open to the public generally, for free or for nominal cost, including Village-sponsored activities and events; fund-raising events on behalf of (i) not-for-profit charitable organization which engage in direct-service charitable work, e.g. Boys and Girls Club, or are umbrella fundraising organizations for such work, e.g. United Way, or (ii) associations devoted to research on and support for patients with various diseases, e.g. the Leukemia Society.

No banners may be displayed for the purpose of commercial advertising or for promoting any political or social advocacy organization or political or religious message.

All banners shall be approved by the Village Manager’s Office, and will be installed by Public Works, subject to the following provisions:

1. A completed application along with a color mock-up (8 ½ inches x 11inches) of the proposed banner should be submitted for staff review. Applications should be submitted to the Village Manager’s Office or via the email to info@villageofglencoe.org.
2. As possible, banners should not be date sensitive to ensure flexibility and possible re-use.
3. Village banners and community organization banners will be scheduled for display during the dates requested by applicant, subject to availability. Requests will be taken on a first come, first served basis. The final completed application should be received at least two months prior to display dates selected. The Village’s own banners shall be given priority over all other banner requests, regardless of the date that such requests were received, and any conflict in the banner display schedule may be resolved in favor of the Village. Accordingly, the placement of a banner display in the banner display schedule does not guarantee the use of the streetlight for display at the scheduled time.
4. Banners must be delivered to the Village Manager’s Office at Village Hall, located at 675 Village Court at least one (1) week prior to the first date of display approved by Village staff.
5. After banners have been displayed, they will be removed, and organizations will be notified to collect the banners. Organizations must pick up banners within ten (10) business days from the date of the notification to collect the banners. The Village does not store banners, and at the conclusion of the ten (10) day pick-up period, banners will be discarded. The banners must be picked up at the Public Works Facility (320 Hazel Avenue.)
6. The Village is not responsible for any lost, damaged or misplaced banners.
7. An organization or entity, including all of its related and affiliated organizations and entities, is limited to not more than three (3) banner display requests per calendar year.

Section C: Banner Specifications

The following specifications are required for all downtown streetlight banners:

- 18 oz. vinyl, 100% acrylic fabric (*Weatherguard* or approved equal) or canvas.
- Banner size: 24 inch wide by 51.5 inch high, 4-inch pockets on top and bottom with 3.5-inch openings, and vinyl-lined rod sleeves.
- Edges must be bound.
- Banners must be double-sided.
- Banners are recommended to be warrantied for four seasons or 18 months of continuous use.

Section D: Application

The fully-completed application must be submitted not less than two months prior to the proposed start of the banner placement date block(s). The banner application will be reviewed in order to determine if it meets the required specifications, is consistent with previous banners utilized by the Village, and whether the request to hang banners is approved.

Applicant Name:

Date:

Applicant’s Phone:

Applicants Email:

Organization/Event Name:

Organization’s Address:

Phone:

E-mail:

Banner Display Date Block(s):

Number of Banners:

Requested Area/Street(s):

Description of Banner (*Proof must also be attached*):

Section E: Acknowledgement and Signature

I, the undersigned, agree to the guidelines and provisions listed on the back of this form.

Signature: _____

Date: _____

**Please e-mail, mail, fax or deliver this form
with a mock-up of your banner design, and any other supporting material to:**

Village Manager's Office
Village of Glencoe
675 Village Court
Glencoe, Illinois 60022

Phone: (847) 835-4111 | Fax: (847) 835-1785 | E-mail: info@villageofglencoe.org