

## RESOLUTION NO. 10-15

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCCALL, IDAHO, RELATING TO STANDARDS FOR BANNERS, FLAGS, OR OTHER STREET OR HOLIDAY DECORATIONS; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, Resolution 00-20 relating to standards for banners, flags, or other street or holiday decorations was adopted by the City Council on September 28, 2000; and,

WHEREAS, the City Clerk and the City of McCall Community Development Department wish to revise the standards and guidelines; and,

WHEREAS, the City Council wishes to adopt the revised standards;

THEREFORE BE IT RESOLVED by the Mayor and Council of the City of McCall that:

Section 1: STREET BANNERS.

Per MCC 3.9.04(D), banners advertising a public entertainment or event, are allowed as described by resolution adopted by Council in Exhibit A, BANNER ELIGIBILITY & CONSTRUCTION GUIDELINES.

Section 2: PENNANTS OR BANNERS ON UTILITY POLES AND LIGHT STANDARDS

Per MCC 3.9.04(H) Pennants or banners sponsored by a public agency or public-benefit, non-profit group shall be allowed as described by resolution adopted by Council in Exhibit A, BANNER ELIGIBILITY & CONSTRUCTION GUIDELINES.

Section 3: HOLIDAY AND SEASONAL DECORATIONS

Per MCC 3.9.05(I) Religious symbols and seasonal decorations within the appropriate public holiday season shall be allowed as described by resolution adopted by Council in Exhibit A, BANNER ELIGIBILITY & CONSTRUCTION GUIDELINES.

Section 4: BANNER ELIGIBILITY & CONSTRUCTION GUIDELINES

The City Manager has the authority to update The Banner Eligibility & Construction Guidelines as deemed necessary.

Section 5: APPROVAL REQUIRED.

All banners, pennants and other street or holiday decorations covered by these standards must receive administrative approval prior to installation.

Section 6: EFFECTIVE DATES.

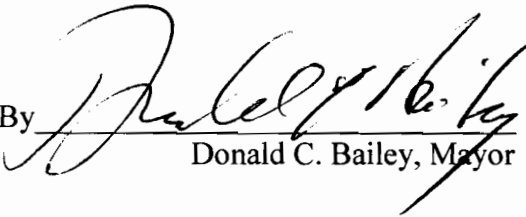
The above standards are effective immediately upon adoption and shall remain in effect until further action by the City Council.

Passed and approved this 27 day of May, 2010

CITY OF MCCALL  
Valley County, Idaho



ATTEST

By   
Donald C. Bailey, Mayor

  
BessieJo Wagner, City Clerk

## EXHIBIT A

### BANNER ELIGIBILITY & CONSTRUCTION GUIDELINES

#### **I. OVER THE ROAD BANNERS**

##### Eligibility:

- 1) Banners advertising a public entertainment or event are allowed.
- 2) No commercial business advertising is allowed.
- 3) Banner text is limited to name of event, location, date, description, contact info.

##### Construction Requirements:

- 1) Size must be no smaller than 30 ft x 3 ft and no larger than 32 ft X 3 ft
- 2) Grommets must be placed every foot on all edges, and be on the hem or folded portion of the banner edge no farther than 2" from the edge
- 3) Corners must have extra reinforcement
- 4) Two inch web strapping must be sewn into all edges
- 5) Air vents must be placed along the banner
- 6) Winter material must meet minus 30 degree flexibility standards

##### Scheduling & Hanging Information:

- 1) Placement and scheduling shall be coordinated by the McCall Public Works Department.
- 2) All over the road banners must receive administrative approval prior to installation, and are subject to compliance with the requirements of the Idaho Department of Transportation, Idaho Power, or any other relevant utility provider.
- 3) Applications should be submitted a minimum of four weeks before hanging date and no sooner than 12 months prior to the hanging date.
- 4) Hanging requests are accepted on a first come first served basis. Preference will be given to: 1. Events located in McCall, 2. Public or Public-sponsored events, 3. Annual events. Hanging time may be shared with those requesting same time frame (one week each).
- 5) Hanging time will be no longer than 14 days prior to the event.
- 6) Banners will be hung only at the location designated & operated by the City on S. Third Street (SH55) just south of Jacob Street.
- 7) Banners are hung by the Public Works crew. While every effort is made to hang banners according to schedule, unforeseen emergencies may delay the schedule.
- 8) Banners will usually be hung on Monday mornings. Please deliver your banner to the Public Works office no later than the Friday before the scheduled Monday hang date.
- 9) All banners must be inspected by Public Works Director or designee. Banners not complying with the above eligibility and construction guidelines will not be hung.
- 10) Banner must be picked up immediately upon notification of removal and shall be stored at the responsibility of the organization.

Exceptions to these guidelines are only by approval of City Council on a case by case basis.

**RESOLUTION NO. 09-10  
EXHIBIT A**

**BANNER ELIGIBILITY & CONSTRUCTION GUIDELINES - CONTD.**

**II. PENNANTS OR BANNERS ON UTILITY POLES AND LIGHT STANDARDS**

**Eligibility:**

- 1) Pennants or banners sponsored by a public agency or public-benefit non-profit group are permitted.
- 2) No pennants or banners advertising or displaying any product, service, business or political position or statement are permitted.

**Construction Requirements:**

- 1) Pennants or banners on the decorative light standards along the SH55 corridor must conform to the following dimensions: 57" high x 26" wide at the top and 12" wide at the bottom.
- 2) Pennants or banners on utility poles along the SH55 corridor must conform to the following dimensions: 60" high x 36" wide.

**Scheduling & Hanging Information:**

- 1) Placement and scheduling shall be coordinated by the McCall Parks Department.
- 2) All pennants or banners on utility poles and light standards must receive administrative approval prior to installation, and are subject to compliance with the requirements of the Idaho Department of Transportation, Idaho Power, or any other relevant utility provider.

**III. HOLIDAY AND SEASONAL DECORATIONS**

**Eligibility:**

- 1) Holiday and seasonal decorations within the appropriate public holiday season, sponsored by a public agency or public-benefit non-profit group are permitted within the road right-of-way.
- 2) Holiday and seasonal decorations include, but are not limited to: decorative lights, flowers, banners, pennants, snow and ice sculptures, and traditional religious symbols, holiday or seasonal figures.

**Construction Requirements:**

- 1) No holiday and seasonal decorations may be placed in such a way as to interfere with snow removal operations or hide from view any traffic, public information signs, or street signs or signals.

**Scheduling & Hanging Information:**

- 1) Placement and scheduling shall be coordinated by the McCall Parks Department.
- 2) All holiday and seasonal decorations must receive administrative approval prior to installation, and are subject to compliance with the requirements of the Idaho Department of Transportation, Idaho Power, or any other relevant utility provider.

Exceptions to these guidelines are only by approval of City Council on a case by case basis.