

Cedar City Corporation Downtown City Light Standards and North/South Interchange Billboard Banner Program.

I. Purpose

The primary purpose of the Downtown City Light Standards and North/South Interchange Billboard Banner Program is to enhance the general appearance of the city's streetscape and call attention to community activities, institutions, or milestones that play a part in our City. The displays of banners promote the visual interest and economic vitality of Cedar City's historic downtown and contribute to the festive nature of Cedar City.

The banners and billboards described under this policy are expressions of Cedar City. The format and content express the views of Cedar City and because the format and content is expressly adopted by the City as the City's speech, the form and content are to be strictly regulated by the City.

Banners may be proposed by institutions and organizations in the cultural, intellectual, and charitable not-for-profit sector. They may be sponsored by for-profit entities, corporations and individuals provided that they meet the criteria for content and objectives described below.

A temporary banner is defined as a sign mounted on a city light standard containing a message in text, picture, logo or other form of representation, which is constructed of pliable materials such as canvas, fabric, vinyl plastic or similar materials which will withstand exposure to wind and rain without significant deterioration, and which does not require a building permit for its construction or installation outside of a building.

A billboard banner is defined as a sign mounted on a city interstate standard containing a message in text, picture, logo or other form of representation, which is constructed of pliable materials such as canvas, fabric, vinyl plastic or similar materials which will withstand exposure to wind and rain without significant deterioration, and which does not require a building permit for its construction or installation outside of a building.

II. Administration

Banners on City light standards and City billboards shall be reviewed and administered by the Office of Economic Development.

III. Display Locations, Banner Allotment

Downtown City light standards eligible to display banners are those along Main Street between 200 South and Coal Creek Road and Center Street between 100 East and 300 West. The number of banners available shall be 92. Applicant may request to use up to 46 banner locations at any given time or a portion of the available light standards. Applicant may request to use more than 46 banner locations. Additional banner locations may be approved by City Staff if there are unreserved locations and the request is made no sooner than 30 days and no later than 21 days from the first date of the proposed display. Any dispute involving the number of approved banners may be appealed to the City Manager.

City billboards eligible to display banners are the North and South Interchange billboards. The number of banners available shall be one at each location. No banners across Main Street are allowed. (City lights, such as annual Christmas lights are not considered banners and are exempt from program.)

IV. Applications

Applications for banners on City light standards and billboards shall be submitted to the Office of Economic Development and shall be approved if compliant with all criteria set forth with this program. Application shall be submitted no later than 21 days prior to the first date of the proposed display period and no earlier than one year of proposed display period. A full color, graphic design layout of the banner is required at time of application.

Updated December, 2020

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Economic Development Director will determine which applicant receives priority status. Priority shall be determined on a first-come, first-served basis, based on the date a completed application is received. An exception to the first-come first-served policy shall be for the 36 additional banner locations installed in 2016. Approximately 50% of the funding for the purchase and installation of the additional 36 brackets was provided by Southern Utah University. For the additional 36 brackets installed in 2016, Southern Utah University shall have a priority use. The priority use shall be administered by the office of economic development in a manner that furthers the goals set forth in this policy. All other brackets and billboards will remain on a first-come, first-served basis. Where competing applications are submitted, display periods shall be limited to the actual event dates.

Each submission process may take one week for approval. Information on the application process is available from the Cedar City Economic Development Department at 10 N Main St, Cedar City, UT 84720.

V. Design

(A) City Light Standards: Banners shall be 49 inches by 23 inches (49”H x 23”W), with 3 inch diameter pole pocket at the top and grommets on each bottom corner. Grommets should be two inches from either edge.

(B) City Light Standards Fabrication- Fabric must be of a durable material able to withstand the elements including snow, rain and heavy wind, no less than 13 oz. weight material. Banners are most successful in the urban environment if they are designed with a small number of large, simple, bold elements, and when they utilize bright colors and strong contrast. Complex, ambiguous images with numerous small components should be avoided. Imagery and type should be appropriately scaled for long-range visibility by motorists and pedestrians.

(C) Billboard Banners: The visual opening of the frame is 66” x 192”. The overall dimension of the material shall be 74” by 200”. The banners must have a background of white with the event or organization’s name or logo and any dates of when the event is taking place in dark font. Design for all banners must be submitted to and approved by the Office of Economic Development. Materials are dependent upon length of display.

(D) Billboard Banner Fabrication- Fabric must be of a durable material able to withstand the elements including snow, rain and heavy wind, no less than 20 oz. weight material. Banners are most successful in the urban environment if they are designed with a small number of large, simple, bold elements, and when they utilize bright colors and strong contrast. Complex, ambiguous images with numerous small components should be avoided. Imagery and type should be appropriately scaled for long-range visibility by interstate motorists.

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(E) City Light Standards Text – The text shall not comprise more than 40% of the area of the banner. The content lettering must be at least 2 inches high.

(F) Billboard Banner Text- Billboard text must be designed to be read from Interstate 15 at freeway speed. It must be limited to dark text or logo on a white field. The content lettering is recommended to be at least 48 inches high. A white border around the edge of the display area must be at least 4 inches. Again, design for all banners must be submitted to and approved by the Office of Economic Development.

(G) Sponsors- A sponsor’s symbol/logo is permitted provided that it occupies an area of less than 20% of the total square footage of the banner surface. The sponsor’s symbol/logo must be positioned at the bottom of the banner.

VI. Installation

(A) City Light Standards - Banners must be received by the Economic Development Department no later than one (1) week prior to the first date of scheduled display. The Economic Development Department address is 10 N Main St, Cedar City, UT 84720. All banners on City light standards shall be installed by City personnel. After removal, the applicant will retrieve banners from Economic Development Department within ten (10) days. If after ten days the banners have not been retrieved they shall become the property of the City and will be disposed of accordingly.

(B) Billboard Banners - Banners must be installed and removed by a city approved sign company. For a list of approved sign companies contact the Office of Economic Development.

(C) Fees - Upon receipt of a completed application, the Office of Economic Development will provide the applicant with final fee assessment based on costs for City services arising from the installation and removal of the banners, including but not limited to the use of City personnel and/or equipment as is contained in the consolidated fee schedule located online at <http://www.cedarcity.org/DocumentView.aspx?DID=923>. Fees must be paid in full prior to installation.

Updated August, 2016

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VII. Period of Display

Main Street Banners will be placed and removed on the nearest Tuesday of the applicant's request date. Applicants may request to display Main Street Banners for no more than twenty-four (24) weeks but must be displayed for at least one (1) week. During any given time period, each Applicant organization will be limited to a maximum of 46 spots unless additional spots have been authorized by the City Manager. Applicant shall accept that the display period is contingent upon a workable arrangement within the overall schedule of other City banners as well as prior commitments to other outside sponsors. Prior commitments may preclude the desired display period of an otherwise acceptable applicants banner. Applicants may make application for continuous running time slots.

In case of advanced deterioration of the signage, or if a dangerous condition presents itself, the Cedar City Economic Development Department, as administrator, may at its sole discretion direct signage to be removed at any time. In the Cedar City Economic Department experience, signage installed during winter months are particularly subject to serious weather-related problems.

VIII. Liability for Main Street Banners

The applicant shall agree to assume full liability and indemnify the City for any damage to persons or property arising from the display of the banners by the City or the hired professional sign company. The City is not responsible for any damage that may occur to the banners from any cause.

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Amended by resolution 19-0328 and 20-1202-1.