

POLICY FOR BANNER, READER BOARD, AND BULLETIN BOARD USE AT CITY FACILITIES

Purpose. The purpose of this policy is to regulate City-owned banner, reader board, and bulletin board facilities.

Definitions.

A. “Banner Location” means the location in the Sims Way right-of-way adjacent to Parcel No. 991403306.

B. “Reader Board” means the reader board located near Blaine Street at the City’s Mountain View campus.

C. “Bulletin Board” means any publicly-viewable area in a City facility upon which messages can be displayed.

Policy. The purpose of the Banner Location, Reader Board, and Bulletin Board is to allow for the display of public service messages or event announcements promoting community events that take place within City limits or, for events outside the City, that benefit a community organization located in the City or that provide a substantial benefit to City residents.

The Banner Location, Reader Board, and Bulletin Boards are not open public forums. They are limited public forums that can be used only for the specific purposes described in this policy. The provision of display space to non-City related groups does not constitute sponsorship or endorsement of the policies, views, or beliefs of the group.

- **Allowable uses**

The following messages are permitted for display:

1. Promotions for entertainment, recreational, educational, festival, sporting, or other events located in the City or in East Jefferson County and sponsored by local, non-profit or similar community organizations
2. Events sponsored by the City
3. Events sponsored by other local governments likely to bring tourists into Port Townsend
4. Athletic or other special community events that are commercially sponsored and occurring within the City, when proceeds are used for specific community service projects or donated to a non-profit
5. Welcoming or other messages, such as those for class reunions, conventions and conferences, athletic tournament participation, local winner of major event, etc., for events occurring within the City
6. Locational voting information or reminders to vote that do not endorse or oppose a specific candidate or ballot measure
7. Entertainment, sporting, recreational, educational or fundraising events sponsored or promoted by other nearby government agencies

Community events that occur in the City limits of Port Townsend must meet the following criteria:

1. Not a regular meeting or regular function of an organization, unless the regular function is for a regularly recurring, such as annually, festival or event
2. Conducted by a non-profit charitable organization
3. Open to the public
4. Limited duration, generally not to exceed one week
5. No more frequent than twice in any calendar year
6. Not part of a regular on-going activity of the organization

- **Uses That Are Not Allowed**

A proposed message that is not listed below as prohibited is prohibited if it does not fit the criteria of allowed signs above. The following are examples of messages that are not permitted for display:

1. Personal messages for family members
2. Promotion for sales of goods and/or services
3. Banners of religious organizations promoting an event that is not otherwise in an allowed category
4. Banners of political parties or political groups promoting an event that is not otherwise in an allowed category
5. Advertisements of clubs or organizations for an event in the City that is primarily for local membership participation but not open to the public
6. Non-governmental messages not promoting an event including, but not limited to, philosophical, political, and religious messages

- **Reader Board** – In addition to the general regulations, the following apply only to the Reader Board:

- The Reader Board may be used only by Mountain View tenants, the Port Townsend School District, and the City.
- Tenants (and approved subtenants) may advertise events that occur both on and off the Mountain View Campus.
- If there is a conflict in requested dates, priority will be given as follows:
 1. City of Port Townsend
 2. Port Townsend School District
 3. Organizations that are tenants at Mountain View Commons
 4. Organizations that are subtenants and reside within the Port Townsend City boundaries
 5. Organizations that are subtenants and reside outside the Port Townsend City boundaries
 6. First-come, first-served if multiple organizations from the same category above (for example, two Mountain View tenants)

- **Bulletin Boards** - In addition to the general regulations, the following apply only to Bulletin Boards:
 - Priority for display shall be given to:
 1. City of Port Townsend official business
 2. Notices from non-profit organizations concerning community events
 3. Notices of news and events for educational, cultural, or civic purposes
 - The City reserves the right to refuse to post and the right to remove announcements, posters, displays, and pamphlets or exhibits that in its judgment do not meet the criteria of this policy.

Procedures.

• **Application**

- Applications for reservation of the Banner Location may be made beginning the first City work day in January for that calendar year and should be submitted at least two weeks before the requested date. Reservations are accepted on a first-come, first-served basis by phone or in person at City Administration and are held for 10 business days without payment. Display dates are not confirmed until payment is received.
 - Banner applicants may request to be put on a waiting list in case a reservation is canceled. Applicants on the waiting list must make payment within 10 business days of being notified by the City that a space is available.
 - Before space is reserved and use of the Banner Location or Reader Board is authorized, the following information must be provided:
 1. Contact information for the sponsor of activity to be promoted
 2. Proof of non-profit status
 3. Event to be promoted and date(s)
 4. Location of event
 5. Event description showing benefit to the community
 6. Sketch of the proposed sign
 - Applications for Reader Board and Mountain View Bulletin Board space may be made to the Director of Parks, Recreation, and Community Services.
 - Library Bulletin Board postings should be submitted to Library staff at the circulation desk and will be posted as soon as possible and as space allows.
- **Payment**
 - Before any banner is installed, full payment and a completed, signed application must be received by City Administration.
 - Payment is not required for use of the Reader Board or Bulletin Boards.
 - **Approval Process - Banners**
 - Administration staff may approve any application that clearly meets the criteria of this policy.
 - The Director of Development Services will make the initial determination that a banner is not allowed.
 - **Approval Process – Reader Board**
 - The Director of Parks, Recreation, and Community Services will make the initial determination whether to allow or disallow use of the Reader Board.

- **Approval Process – Bulletin Boards**

- The Director of Parks, Recreation, and Community Services will make the initial determination whether to allow or disallow use of the Bulletin Board at Mountain View.
- The Library Director will make the initial determination whether to allow or disallow use of the Bulletin Board at the Library.

Appeal Process.

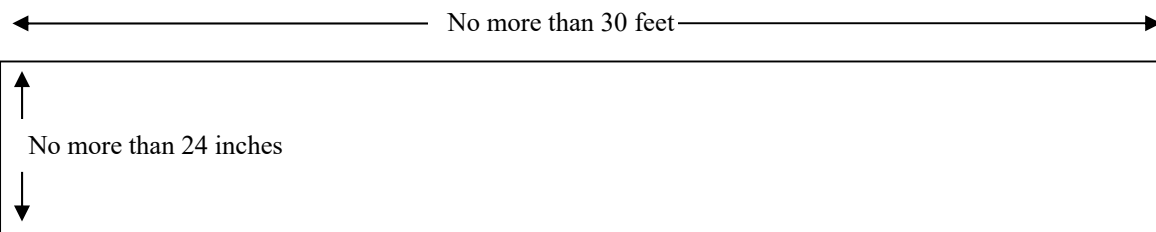
- A decision by the Director not to allow use of the Banner Location, Reader Board, or Bulletin Board may be appealed in writing to the City Manager for final determination.
- Written requests must be received by the City Manager within seven (7) business days following denial.
- The City Manager will base all final decisions on the following criteria:
 - Whether the proposed message meets the above criteria for allowable displays.
 - Whether there are other proposed allowable messages seeking the same time slot or display space that, under the intent of the policy, more clearly meet the criteria of this policy.

General.

- The same banner may not be installed more than twice in any calendar year unless the applicant has a sponsorship agreement with the City. Only one banner will be displayed at a time for one week at a time, from March through October only.
- Use of the Reader Board is limited to one week per application.
- Use of the Bulletin Boards is limited to 30 days prior to the advertised event and no more than 30 days total.

Physical Requirements.

Banner dimensions must be as follows:



- Grommets must be placed every 2 feet and at all 4 corners
- Wind slits must be 4 inches in diameter and placed every 3 feet
- Banner must consist of commercial-quality material with reinforced edges to secure grommets. Plastic may be allowed but should be heavy duty and nylon reinforced; plastic is hung at the owner's risk.
- Applicant must supply and install the correct clips on all grommets

Reader Board messages are limited to 4 lines, approximately 22 characters per line (including spaces between characters).

Bulletin Board postings are limited to 8 ½ x 11 inches.