



CITY OF BURTON

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

NOVEMBER 18, 2019

AGENDA

Council Chambers

Regular Meeting

8:30 AM

**4303 S. CENTER ROAD
BURTON, MI 48519**

A. ROLL CALL

B. STAFF PRESENT

C. ADMINISTRATIVE REPORT

1. Revenue and Expenditure Report as of October 31, 2019

D. APPROVAL OF MINUTES

1. Downtown Development Authority - Special Meeting - Sep 30, 2019 5:30 PM
2. Downtown Development Authority - Regular Meeting - Oct 21, 2019 8:30 AM

E. AUDIENCE PARTICIPATION

Now is the time set-aside for members of the audience to address the Burton Downtown Development Authority. I would ask each individual to give their name and address for the record and to limit their comments to three (3) minutes and to speak on the topics germane to City business.

F. AGENDA ITEMS

1. Approve and Authorize payments of \$22.80 for Christmas Decorating Contest Mailer and \$56.00 for Postage from GL # _____.
2. Discussion and Possible Action on General Topics Germane to the DDA District.

G. TABLED ITEMS

1. Discussion and Possible Action on the DDA Banner Permit Process and Application.

H. BOARD DISCUSSION

THE NEXT REGULAR SCHEDULED MEETING WILL BE HELD ON MONDAY, DECEMBER 16, 2019 @ 8:30 AM.



SCHEDULED

INFORMATION ITEM (ID # 4660)

Meeting: 11/18/19 08:30 AM
Department: Controller's Office
Category: Report
Prepared By: Karen Moffitt
Department Head: Karen Moffitt

C.1

DOC ID: 4660

Revenue and Expenditure Report as of October 31, 2019

ATTACHMENTS:

- Revenue and Expenditure Report DDA 10-31-19 (PDF)

11/13/2019 09:34 AM
 User: moffittk
 DB: Burton

REVENUE AND EXPENDITURE REPORT FOR CITY OF BURTON
 PERIOD ENDING 10/31/2019
 % Fiscal Year Completed: 33.61

Page: 1/1

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 10/31/2019 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 10/31/2019 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDG' USE!
Fund 5013 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 0000						
5013-0000-403.0000	CURRENT TAX REVENUE	34,500.00	29,064.16	15,312.31	5,435.84	84.24
5013-0000-407.0000	DELINQUENT PERSONAL TAXES	100.00	0.00	0.00	100.00	0.00
5013-0000-573.0000	LOC COMM STABILIZ SHR APPROP (STATE)	800.00	0.00	0.00	800.00	0.00
5013-0000-666.0000	INVESTMENT INTEREST	500.00	0.00	0.00	500.00	0.00
Total Dept 0000		35,900.00	29,064.16	15,312.31	6,835.84	80.96
TOTAL REVENUES		35,900.00	29,064.16	15,312.31	6,835.84	80.96
Expenditures						
Dept 0000						
5013-0000-757.0000	OPERATING EXPENDITURES	500.00	9.68	0.00	490.32	1.94
5013-0000-808.0000	AUDIT & OTHER PROFESSIONAL SERVICES	500.00	282.66	282.66	217.34	56.53
5013-0000-818.0001	SAGINAW ST CORRIDOR	10,000.00	0.00	0.00	10,000.00	0.00
5013-0000-826.0000	LEGAL	500.00	0.00	0.00	500.00	0.00
5013-0000-879.0000	PUBLIC RELATIONS	1,000.00	0.00	0.00	1,000.00	0.00
5013-0000-880.0000	COMMUNITY DECORATIONS	10,000.00	505.83	191.65	9,494.17	5.06
5013-0000-938.0000	LANDSCAPE/MAINTENANCE	3,400.00	53.68	0.00	3,346.32	1.58
5013-0000-956.0000	MISCELLANEOUS	2,000.00	0.00	0.00	2,000.00	0.00
5013-0000-999.2007	TRANSFER TO POLICE FUND	5,000.00	0.00	0.00	5,000.00	0.00
5013-0000-999.4001	TRANSFER TO CAPITAL IMPROV.	3,000.00	0.00	0.00	3,000.00	0.00
Total Dept 0000		35,900.00	851.85	474.31	35,048.15	2.37
TOTAL EXPENDITURES		35,900.00	851.85	474.31	35,048.15	2.37
Fund 5013 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		35,900.00	29,064.16	15,312.31	6,835.84	80.96
TOTAL EXPENDITURES		35,900.00	851.85	474.31	35,048.15	2.37
NET OF REVENUES & EXPENDITURES		0.00	28,212.31	14,838.00	(28,212.31)	100.00
BEG. FUND BALANCE		188,778.04	188,778.04			
NET OF REVENUES/EXPENDITURES - 2018-19			18,799.01		18,799.01	
END FUND BALANCE		188,778.04	235,789.36			

Attachment: Revenue and Expenditure Report DDA 10-31-19 (4660 : Revenue and Expenditure Report as



CITY OF BURTON

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

SEPTEMBER 30, 2019

MINUTES

Council Chambers

Special Meeting

5:30 PM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chair Joey Richvalsky at 5:30 PM.

A. ROLL CALL

Attendee Name	Title	Status	Arrived
Joey Richvalsky	Chair	Present	
Steve Coates	Vice Chairman	Present	
Gregory Fenner	Commissioner	Present	
Larry Stapleton	Commissioner	Present	
Neil Martz	Commissioner	Excused	

B. STAFF PRESENT

Racheal Boggs, Deputy Clerk
Bette Bigsby, Acting Clerk
Bob Slattery, DPW Director

C. AUDIENCE PARTICIPATION

Jeremy Scharrer with the City of Burton Parks & Recreation Commission stated we have been working very hard on the Christmas Tree Lighting Event. We are encouraging a large amount of involvement. We have included the DDA's name on the flier because this is a partnership. We appreciate your support and we will be using this money specifically for the tree lights.

Mrs. Conley showed the DDA Board a picture of the Christmas Tree.

Mr. Scharrer stated The City of Burton will be celebrating it's 50 year anniversary in 2022. We are starting to plan for it now. We are setting up a committee and would like each board to be a part of this committee. The first committee meeting is October 15, 2019 at 5:30 PM in the council chambers.

D. BOARD RECOMMENDATION AND/OR ACTION

1. Approve and Authorize a donation in the amount of \$1,000 from (GL# _____) to the Parks & Recreation Christmas Tree Lighting Event scheduled for November 30, 2019.

Mr. Richvalsky stated the tree is very big. He is wondering if \$1,000 will be enough for lights. He asked if the board would entertain donating more than \$1,000.

Mr. Fenner stated we would like to adequately fund this event. He asked if the Christmas Tree Lighting Event is a separate line item. So, the money that isn't used, will stay in there for next year, correct?

Mrs. Bigsby said, yes. She has asked that it be a separate line item.

Mr. Coates stated we can change the amount if we think they will need more.

Board discussion on whether \$1,000 will be enough for the lights and decorations for the Tree Lighting Event. The board decided to donate \$2,000 to the Parks & Recreation Christmas Tree Lighting Event to come out of the community decorations line item (GL# 5013-0000-881.0000).

Mr. Fenner stated his wife Stephanie makes large bows at the flower shop. She suggested getting the ribbons wholesale and she could teach everyone to make the bows to decorate the tree.

Mr. Stapleton stated he has a Santa Claus outfit and LED lights he could donate.

Mr. Scharrer stated we are not only asking for monetary donations but also lights, decor, cooking decorations, etc.

RESULT:	CARRIED AS AMENDED [UNANIMOUS]
MOVER:	Steve Coates, Vice Chairman
SECONDER:	Gregory Fenner, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton
EXCUSED:	Martz

2. Discussion and Possible Action on the DDA Banner Permit Process and Application.

Mr. Fenner stated the Deputy Clerk has drafted a banner permit application and policy. We have been discussing this for awhile. There are a few things that will need to be changed. For instance, the cables are already installed so we can leave that out. This excludes the DPW from the installation. The liability will be assumed by the applicant.

Mr. Slattery stated the company will need to be bonded and insured. DPW's role will be limited to maybe just inspection after installation.

Mr. Coates stated he thinks we need to change the required material. We know it can't be solid vinyl.

Ms. Boggs stated I provided you with a draft of a policy that council would have to adopt along with a sample of what the application should look like. Through my research of other municipalities using this process, I found The City of Grand Blanc to have banners similar to what we have in our city and a process in place that was the most similar to what we would need. However, many of the details such as time frames will be up to this board to decide and make the necessary changes. I have highlighted some of these details throughout the policy. Also, any other details you deem necessary, we can add, strike through or change as you see fit. I established this as a guideline to get us moving forward with it.

Mr. Richvalsky expressed concern about the 2-sided mesh banners that are being used for Back to the Bricks. They are eligible.

Ms. Boggs stated I researched four municipalities that have a banner permit process. Most of them have light post banners which are smaller like a flag. Grand Blanc uses their arches that go over the roadway like ours. So, much of the language would need to be the same although the details of that language will be up to you to decide.

Mr. Fenner stated I don't think it was a requirement to use the mesh material. I thought that as long as it was a vinyl banner not exceeding the size limit, then it could be solid vinyl.

Mr. Coates stated after the truck hit the banners and took them down, it was determined that you can't use solid vinyl.

Mr. Fenner stated this is not what we agreed to with the project in the first place. I would not have been happy with this if I had known that.

Mr. Coates stated the solid vinyl created too much movement up and down.

Mr. Fenner stated this is why we hired a company with an engineer to determine this. The mesh style banners are almost useless. Back to the Bricks was overly cautious when they got these banners, just to be on the safe side. If we used a smaller banner, there would be less of a problem.

Mr. Slattery stated what you really want here is a banner that is safe, stable and that doesn't move up and down. We should leave our minds open to other ways to achieve this. The mesh you cannot read. There may be other ways to achieve it.

Mr. Fenner stated the heavy duty poles and bigger base in the redesign was supposed to hold a vinyl banner. If the mesh banner is the only kind we can use, I will be very disappointed. Maybe a different sign company can come out and take a look at our poles and make the determination of what type and size of banner we need to use.

Mr. Coates stated I'm not sure if we ever asked that question when he discussed it here. I would like to table this until the next meeting.

Mr. Richvalsky stated a simpler banner is more effective than the Back to the Bricks banner, it was too busy.

Mr. Fenner stated Holly hangs banners from telephone pole to telephone pole and sometimes hang two banners at the same time. They didn't spend thousands of dollars and they are used constantly. We spent a lot of money and ours are only used once a year. We need to get ours used. Let's table this today but I want to take a close look at it and see what we can do. Is there a good size sign company in Burton? We need to contact them and have them come out.

Mr. Slattery stated a couple of things to think about, first we established that the DPW does not want to be involved. In the draft, it mentions Administration or City

Administration and that will need to be clarified as to who you will determine as Administration meaning who will receive the application and make the approvals. Also, it mentions City Council has the right to refuse permission. What is their role going to be? We need to be careful of first amendment issues. Once you decide to lease this space, we have to lease it to anybody. Once you are comfortable with the details, we will need to have the City Attorney involved.

Mr. Fenner stated the draft limits it to non-profits, community organization and promoting a community based event. No garage sales, real estate, weekly sporting events, commercial, etc. Also, it states the event must take place in the city and encourage a high level of community participation. I agree we will need the City Attorney to take a look at it.

Ms. Boggs stated my hope is that you will take some time to look at the drafts and we can revisit it at the October 21, 2019 meeting. At that time, we can make any changes you would like and then we send it to The City Attorney and Mayor before it goes to council.

Mr. Fenner stated there are some steps to be taken but if we don't start the steps, it will never get done.

Mr. Slattery stated our first conversations about this was two years ago so I commend you for wanting to move it forward and I commend Ms. Boggs doing the research and putting together this draft. It is a good start.

Mr. Fenner thanked Ms. Boggs for doing this. As far as defining City Administration and who will do the approvals, I think that is up to the administration to establish.

RESULT:	TABLED [UNANIMOUS]	Next: 10/21/2019 8:30 AM
MOVER:	Steve Coates, Vice Chairman	
SECONDER:	Gregory Fenner, Commissioner	
AYES:	Richvalsky, Coates, Fenner, Stapleton	
EXCUSED:	Martz	

3. Motion to approve and authorize \$600 for the 2019 DDA Christmas Decorating Contest.

The details of the Christmas Decorating Contest will be as follows:

Prizes

1st place: \$300, 2nd place: \$200, 3rd place: \$100 to come out of public relations line item (GL# 5013-0000-879.0000).

Judging

Contest will be judged on Monday, December 9, 2019, Tina Conley will be one judge along two other people to be determined at a later time.

Mailing

Ms. Boggs will create and mail an invitation for participation to Saginaw Street business owners.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Gregory Fenner, Commissioner
SECONDER:	Joey Richvalsky, Chair
AYES:	Richvalsky, Coates, Fenner, Stapleton
EXCUSED:	Martz

THE NEXT REGULAR SCHEDULED MEETING WILL BE HELD ON MONDAY, OCTOBER 21, 2019 @ 8:30 AM.

Meeting was adjourned at 6:08 PM.

Minutes Acceptance: Minutes of Sep 30, 2019 5:30 PM (Approval of Minutes)



CITY OF BURTON

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

OCTOBER 21, 2019

MINUTES

Council Chambers

Regular Meeting

8:30 AM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chair Joey Richvalsky at 8:30 AM.

A. ROLL CALL

Attendee Name	Title	Status	Arrived
Joey Richvalsky	Chair	Present	
Steve Coates	Vice Chairman	Present	
Gregory Fenner	Commissioner	Present	
Larry Stapleton	Commissioner	Present	
Neil Martz	Commissioner	Excused	

B. STAFF PRESENT

Bob Slattery, DPW Director
Racheal Boggs, Deputy Clerk
Charles Abbey, Deputy DPW Director

C. ADMINISTRATIVE REPORT

1. Revenue and Expenditure Report as of September 30, 2019

Mr. Coates stated there are items on the revenue and expenditure report and there are some expenditures that we can't explain. I don't know what we approved for landscape maintenance for \$53.68 or community decorations for \$314.18. I will need to talk to the controller.

D. APPROVAL OF MINUTES

1. Downtown Development Authority - Regular Meeting - Aug 19, 2019 8:30 AM

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Steve Coates, Vice Chairman
SECONDER:	Gregory Fenner, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton
ABSENT:	Martz

2. Downtown Development Authority - Regular Meeting - Sep 16, 2019 8:30 AM

Minutes Acceptance: Minutes of Oct 21, 2019 8:30 AM (Approval of Minutes)

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Steve Coates, Vice Chairman
SECONDER:	Gregory Fenner, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton
ABSENT:	Martz

E. AUDIENCE PARTICIPATION

Tina Conley asked for donations for the Veteran's Memorial and discussed passing out fliers in the downtown district. We dug the hole yesterday for the Christmas tree. We called Miss Dig and could only go down 3 feet.

F. BOARD RECOMMENDATION AND/OR ACTION

1. Discussion and Possible Action on General Topics Germane to the DDA District.

Mr. Coates stated they are beginning work on the bus stop at Rite Aid.

Mr. Richvalsky stated they are also working on the signal and sidewalk.

Mr. Slattery stated the signal and the sidewalk are a City of Flint project. We did curb work as part of the Saginaw Street project and the City of Flint paid for it so they wouldn't have to cut into the curb again.

Mr. Fenner stated the landscape doesn't look good there. They significantly lowered the sidewalk. We discussed a landscape easement. We should probably consider doing this in the spring.

Mr. Richvalsky stated we will have to work with the business owner and check to see if there is electrical there. This could be a joint venture.

Mr. Fenner stated he doesn't believe the owner intends to fix it. He asked if the sign there is even safe with the boards the way they are.

Mr. Slattery will check it out.

Mr. Fenner asked Mr. Slattery to also check on the travel trailer at the cell phone store. The vendor permit needs to be tweaked. We have a large garage sale at the fabric store and reports of someone sleeping there in a vehicle. He also thinks his permit is good until the end of the year and we were told the end of October.

Mr. Abbey stated this will never happen again. We are redoing the ordinance.

Mr. Richvalsky asked about the business at the corner of Judd Road and Saginaw Street.

Mt. Fenner stated he talked to Amber about it and they are supposed to be opening a resale shop. I don't know when they plan to open. They have been storing stuff in there for months. We don't need anymore storage on Saginaw Street. We need actual businesses.

Minutes Acceptance: Minutes of Oct 21, 2019 8:30 AM (Approval of Minutes)

Mr. Coates stated when you go by there at night with the lights on inside, you can see stuff piled up all the way to the ceiling. He thanked Ms. Boggs for the nice job she did on the Christmas decorating flier.

Mr. Fenner stated the banner permit took a lot of investigatory work and I would like to thank Ms. Boggs for doing that for the board.

Mr. Coates stated we should discuss what to do about the Christmas Decorations. In the past, we have voted not to put them up and we were overruled.

Mr. Slattery stated he will need some direction from the DDA.

Board discussion on putting up the decorations, cost, safety, repairs and only lighting the main intersection at Bristol and Saginaw.

Mr. Fenner stated the cost is astronomical to put the decorations up. It's somewhere around \$6,000. He asked if this is extra time for the DPW workers to do this. The workers are getting paid whether we have them do this or not. Does the DPW count on this money in your budget.

Mr. Slattery stated the workers charge their time to whatever line item they are working on for individual projects. If they do work at the Police Department, it is charged to the Police Department. When they help do the set-up for elections, it's charged to the elections line item.

Discussion on how money is charged to the city budget when DPW does work in various departments.

Mr. Coates stated it doesn't look like we were charged to put the banners up and take them down for Back to the Bricks. We did budget for putting up Christmas decorations. There is \$10,000 there.

2. Motion to Approve and Authorize DPW to put Christmas Decorations up on Saginaw Street and make any repairs as necessary.

Motion was moved by Mr. Richvalsky. There was no support for the motion.

Mr. Slattery confirmed with the DDA that they do not want any Christmas decorations put up along Saginaw Street.

Mr. Coates stated Mr. Richvalsky's motion died for lack of support so the remaining members of the DDA do not want the decorations to go up. Unless we are overruled like last year, the decorations are not going up this year.

Mr. Richvalsky asked who has the power to overrule the DDA's decision.

Mr. Slattery stated the Mayor and City Council.

RESULT: FAILED LACK OF SUPPORT

G. TABLED ITEMS

1. Discussion and Possible Action on the DDA Banner Permit Process and Application.

No discussion.

RESULT:	POSTPONED [UNANIMOUS]	Next: 11/18/2019 8:30 AM
MOVER:	Joey Richvalsky, Chair	
SECONDER:	Steve Coates, Vice Chairman	
AYES:	Richvalsky, Coates, Fenner, Stapleton	
EXCUSED:	Martz	

THE NEXT REGULAR SCHEDULED MEETING WILL BE HELD ON MONDAY, NOVEMBER 18, 2019 @ 8:30 AM.

Meeting was adjourned at 9:15 AM.

Minutes Acceptance: Minutes of Oct 21, 2019 8:30 AM (Approval of Minutes)



SCHEDULED

AGENDA ITEM (ID # 4643)

DOC ID: 4643

Approve and Authorize payments of \$22.80 for Christmas Decorating Contest Mailer and \$56.00 for Postage from GL #

ATTACHMENTS:

- DDA Christmas Decorating Mailer information (MSG)

Racheal K. Ervin-Boggs

From: Racheal K. Ervin-Boggs
Sent: Friday, October 25, 2019 11:54 AM
To: Karen L. Moffitt
Subject: DDA Mailer information

Hi Karen,

Here is the information for the DDA Mailer I did for the Christmas Decorating Contest:

112 mailers
112 envelopes
4 sheets Avery labels
Total of 228 pieces @ \$.10 each = **\$22.80**
Total postage (112 mailers) @ \$.50 = **\$56.00**
Total for mailers & postage = **\$78.80**

I will be putting this on the November 18th Meeting Agenda for approval.

Thanks a bunch!

Racheal Ervin-Boggs
Deputy Clerk

City of Burton
Burton, MI 48519
Phone: (810) 743-1500 Ext. 1403
Fax: (810) 742-7311

Attachment: DDA Christmas Decorating Mailer information (4643 : Christmas Decorating Contest Mailer)



SCHEDULED

AGENDA ITEM (ID # 4641)

DOC ID: 4641

Discussion and Possible Action on General Topics Germane to the DDA District.



TABLED

AGENDA ITEM (ID # 4627)

DOC ID: 4627

Discussion and Possible Action on the DDA Banner Permit Process and Application.

HISTORY:

10/21/19 **Downtown Development Authority**

POSTPONED

No discussion.

ATTACHMENTS:

- DDA Banner Permit App DRAFT(PDF)
- DDA Banner Permit Policy DRAFT (PDF)



**Community Event Use of Banner Pole
Permit Application**

Approval: _____
Fee paid: _____

Applicant Information

Applicant Name:			Organization:		
Mailing Address:				Email:	
City:	State:	Zip:			
Telephone:	Mobile:	Home:		Work:	

Event Information

Name/type of event:					
Event date(s)/location:					
Is the event open to the public with equal access to all? YES ☐ NO ☐					
Will the event be publicized in a manner so that the general public has equal opportunity to be made aware of and attend the event? YES ☐ NO ☐					
What wording will be on the banner? Sketch attached (required for approval) ☐					
Dates requested for use of banner pole(s):					

BANNER PERMIT GUIDELINES:

- No sign shall be placed, structurally altered, erected or displayed without first obtaining a valid permit.
- Signs shall not be illuminated, animated or have any moving parts.
- Banners will be uniform in size/shape to fit banner poles with approved mounting hardware/configuration.

My signature on this application indicates my verification, agreement and understanding that:

- The information given here is true, under penalty of perjury by the laws of the state of Michigan.
- I have read and understand the "Banner Permit Guidelines".
- The City of Burton agents, employees and directors shall not be liable for any damage to person or property by reason of the negligent acts of applicant, its agents, employees, invitees or subcontractors.
- I protect and indemnify for all costs, legal and other expenses, and hold harmless the City of Burton and its officers, employees, directors and agents from claims, liabilities or suits arising out of injury to person or property.
- I understand the City of Burton makes no warranty as to the condition or safety of the City-owned banner structures or surface below the structures.
- I agree the event sponsor(s) shall assume all responsibility and risk to the extent allowed by law for any personal injury or property damage arising out of the event sponsor's use of the sign, and shall release, indemnify and hold harmless the City of Burton, its officials, officers and employees from any such claims, demands or causes of action.

Applicant Signature: _____

Date: _____

City of Burton
Community Event Use of Banner Poles Policy

Objective:

The objectives of this policy are to:

- Provide a documented process on how community event organizers may obtain approval by City Administration to install temporary, short term community event signage for events taking place within the City of Burton Community.
- Ensure equitable access to event signage for community event organizers.
- Ensure that event organizers are aware of City Council's requirements.
- Assist and encourage event signage and provide approvals in a timely manner.

Background:

This policy has been developed to provide for the approval and installation of community event signage within the City of Burton utilizing the banner poles within the Downtown District. It is the intent of this policy to ensure that any signs are visually attractive and provided in a uniform manner that they are easily identified, located and understood by motorists.

General:

City Council has identified the banner poles as being suitable for the promotion of community events. The display of a sign at this location shall be subject to obtaining approval in accordance with the City Council's Community Event Use of Banner Poles Policy.

It is City Council policy that the signs must promote an upcoming community event that is being held within the City of Burton Community. The community events may be of a cultural, social or recreational nature and must encourage a high level of community participation, with strong benefits to the community.

Eligibility:

The eligibility criteria for community events signage under this policy are as follows:

- The applicant must be a not-for-profit incorporated organization or commercial organization promoting a community-based event.
- The applicant is preferably based in the City of Burton Community.
- The proposed activity or event will take place in the City of Burton Community.
- The event must encourage a high level of community participation.

Organizations/individuals that are **not eligible** to apply under this policy are:

- Commercial venues (i. e. pubs or licensed venues)
- Business Operations
- Real Estate Agents

- Weekly sporting competitions
- Garage/estate sales
- Events that are entirely of a commercial nature, with no perceived community benefit, as determined by the City Council.

Application Process:

Applications must be made on the approved form and can be lodged a minimum of four (4) weeks and maximum of four (4) months prior to the date of the event. Incomplete applications will not be accepted. City Administration will be responsible for approval of all banner signage. Applicants who are denied may appeal the Administrative decision to the City Council.

Booking Preferences:

Booking preferences will be given to the following events, in order of priority:

1. Municipality sponsored events
2. Community events that have obtained prior approval of the City Council.
3. Other community events organized by not-for-profit incorporated associations (i.e. school events, cultural or sporting events).

The allocation of sites will be on a first come, first served basis.

Conditions of Use:

1. Design templates and/or existing signs are to be reviewed and approved by City Administration prior to printing.
2. Signs relating to an event may be erected up to three weeks prior.
3. Signs relating to events must be removed within five days of the conclusion of the event.
4. Community event signs are to be furnished by the applicant and built to city specifications.

Signage Design:

Signage should be of a professional standard and in accordance with signage guidelines.

To maximize the impact of signage design, the following points are to be considered:

- Inclusion of dates and venue information in large bold writing
- Graphics that are simple and bold
- Use of text only where it forms part of the established image of the event or logo
- Commercial sponsorship logos are prohibited

City Administration reserves the right to refuse permission to display signage on any grounds, particularly for any signage that, in the opinion of the City Council:

- Is poor in appearance
- Projects or displays an offensive message
- Contains offensive language
- Promotes a commercial activity or organization (outside the scope of this policy)
- Incites hatred or aggression in any form
- Is unlawful under local, state or federal law
- Is considered as promotion of a political, religious or racial nature

City Administration will reserve the right to cancel a permit and/or remove a banner that becomes unsightly or torn or if the installation becomes dangerous to motorists, unduly interferes with the free movement of traffic, or in any way violates the rules set forth in this policy.

Fees and Charges:

Banner Specifications:

- 44" X 360" Maximum banner size
- Minimum ¼ inch galvanized steel cables
- Breaking strength = 7000 lb
- 2'- 0" Sag min.
- Required Material:
- Other design requirements:

Banner Diagram:

