

RESOLUTION #CRA-R-2024-10

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE TOWN OF EATONVILLE COMMUNITY REDEVELOPMENT AGENCY (TOECRA), EATONVILLE, FLORIDA, BOARD OF DIRECTORS ADOPTING AND APPROVING A TOECRA STREET BANNER PROGRAM AND AUTHORIZING THE TOECRA EXECUTIVE DIRECTOR TO SPEND UP TO \$2,000 FOR POLEARM REPLACEMENT PROVIDING FOR CONFLICTS, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, the members of the governing body and two (2) additional members from the taxing authorities serve as Directors of the Agency; and

WHEREAS, such members constitute the head of a legal entity, separate, distinct, and independent from the governing board of the County and Municipality; and

WHEREAS, the TOECRA Board of Directors do hereby desire to Adopt and Approve the TOECRA Street Banner program and Authorizing the TOECRA Executive Director to spend up to \$2,000 for polearm replacement.

**NOW THEREFORE BE IT RESOLVED BY THE TOWN OF EATONVILLE
COMMUNITY REDEVELOPMENT AGENCY OF EATONVILLE, FLORIDA,**

SECTION ONE: GOAL: The goal of the street banner program is to place banners on available decorative streetlight poles year-round to foster interest in the Town of Eatonville Community Redevelopment Area activities. The decorative streetlight poles are located on Kennedy Boulevard, east and west of Interstate 4. The decorative streetlight poles would be available to organizations hosting events and programs within TOECRA. The creation of the Street Banner Program will activate public spaces, add color and vitality to streetscapes, publicize events, and promote programs being held within TOECRA; and

SECTION TWO: FEE: A fee will be established to cover expenses directly related to the program, such as installation of banners, repairs, or purchase of replacement parts; and

SECTION THREE: RESPONSIBILITIES: In an effort to utilize the program to promote activities, special events, or attractions to promote programs. Banner applicants are responsible for requesting banner space, developing a design proposal, producing banners according to specifications, delivering banners, collecting banners, and paying all required costs and fees. Applicants must submit a written request each year for the TOECRA to review. The TOECRA is responsible for reviewing and approving banner designs, coordinating the installation and removal of banners, and quality control checks while banners are erected. Once the approved time for hanging banners has passed, the Agency will contact the individual(s) listed on the request form to notify them once their banners have been removed and are ready to be picked up. Street banners not collected within ten (10) working days from the time of removal will be disposed of without further notice to the applicant. The TOECRA and TOE shall not be responsible for storing banners, theft, vandalism, or weather damage that occurs to street banners while erected; and

SECTION FOUR: ELIGIBILITY: Because the demand for banner space may exceed the supply, the TOECRA has developed criteria for approving street banner applications:

- Banners must either promote activities or special events occurring in the TOECRA area or promote programs promulgated by eligible applicants.

SECTION FIVE: LENGTH OF PROGRAMS: The decorative light pole space is available for as little as four (4) weeks or for as long as thirteen (13) weeks; and

SECTION SIX: BANNER CONSTRUCTION SPECIFICATIONS: Banners must meet the following requirements, or they will not be placed on the poles:

- Dimensions: 60 inches high and 30 inches wide with 2-inch loopholes
- Material: 18oz, smooth, double-sided, reinforced, laminated, vinyl with strong block out polyester scrim and reinforced grommets.

Banners that do not withstand the physical elements (appear faded, tattered, or otherwise in a deteriorated condition) will be removed without refund; and

SECTION SEVEN: BANNER DESIGN GUIDELINES: Street banners are different from most graphic designs. They are generally viewed quickly or from a distance. Therefore, the message needs to be conveyed rapidly. A small number of design elements, bright, contrasting colors, and large, clear typography are common elements of successful banner designs. Although banners may identify the individual, business, or organization sponsoring the banner or event, they are not to be used as a means of providing commercial advertising. Thus, a banner may state “sponsored by ABC” with or without logo or “John Doe,” but it cannot state “Eat at Joe’s Restaurant, home of the best BBQ.” No more than 1/8 of the total banner area shall be used to identify the sponsor or sponsors of a banner, activity, event, or program, including but not limited to the words “sponsored by” or their equivalent and the name(s) or logos of the sponsor(s). Banners that are deemed by the TOECRA to be obscene banners because of their contents or meet the judicially established definition of obscenity or that are otherwise considered obscene under Florida Statutes are not eligible for participation in the banner program and any application to install such banners shall be denied by the CRA Executive Director or the Director’s designee; and

SECTION EIGHT: RESERVATIONS AND PROGRAM COSTS: All applicants must submit a complete request to the Community Redevelopment Agency. Reservations will be accepted up to one (1) year in advance on a first-come, first-serve basis, but not less than eight (8) weeks prior to the requested reservation date. Although an applicant may request a preferred location, the decision concerning the specific poles on which banners will be installed will be made by the CRA, in its sole discretion, after consideration of factors including, but not limited to, number of applications received for the same period of time, number of banner locations requested by each applicant, banner installation history and proximity of banners to event site or venue. The overall goal is to make reasonable accommodations that consider the interests of all applicants as well as the community interest in showcasing special events and activities available for public participation as well as enhancing the “sense of place” in the Town of Eatonville Community Redevelopment Area. At any time, banner sites may not be available because of construction, missing hardware, accidents, maintenance or other reasons. Fees for the use of the poles are intended to cover expenses directly related to the program. Such expenses may include, but are not limited to, installation of banners, removal of banners, repairs, the purchase of additional or replacement of brackets. Applicants are responsible for all costs related to the design, production, delivery, and storage of banners.

All fees must be paid in full to the Town of Eatonville prior to installation. The fee to install and remove each banner is \$25 per pole, which includes one banner per pole; and

SECTION NINE: QUANTITY OF BANNERS: To ensure there is continuity with the banners within the Town of Eatonville Community Redevelopment Area, all applicants are required to place banners on all light poles. Kennedy Boulevard is split by Interstate 4, which creates east and west areas to place banners. There are three options for banner placement:

- Option 1 – banners all along the East Kennedy Blvd.
- Option 2 – banners along the north of East Kennedy Blvd.
- Option 3 – banners along the south of East Kennedy Blvd.


The applicant must provide the total banners for the option chosen.

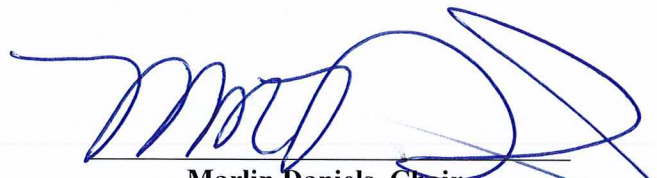
- Option 1 has 54 light poles which will require 54 banners.
- Option 2 has 27 light poles which will require 27 banners.
- Option 3 has 27 light poles which will require 27 banners.

SECTION TEN: APPROVAL PROCESS: The banner design must be approved by the TOECRA prior to placement. The Executive Director or the Executive Director’s designee will review and approve the banner design. If an application is denied, the applicant may request the CRA to review the denial. The CRA shall then have the option to uphold the denial or to approve the application, with or without modifications. An applicant can expect notification of the initial decision on the application within three (3) to five (5) business days of submittal. Applicants are strongly encouraged not to have banners produced prior to approval.

SECTION ELEVEN: EFFECTIVE DATE: This Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED this 15th day of February 2024.

ATTEST:

Veronica L. King, Town Clerk


Marlin Daniels, Chair