

AN ORDINANCE No. 87-123-92

ADOPTED MAY 26 1987

To amend the Code of the City of Richmond, 1985, by adding therein in Chapter 3, Advertising and Signs, Article III-A, Posting of Signs or Advertising on Public Property, a new section numbered Sec. 3-46, concerning establishment of a City Banner Display Program.

---

Patron - City Manager

---

Approved as to form and legality  
by City Attorney

---

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Code of the City of Richmond, 1985, be and is hereby amended by adding therein in Chapter 3, Article III-A, a new section numbered Sec. 3-46, as follows:

Sec. 3-46. City banner display program.

(a) Notwithstanding any other provisions of this article, the city manager, in coordination with the urban design committee, is authorized to administer and promote a city banner display program, subject to the following restrictions and conditions:

the city zoned for uses other than residential or mixed-residential use.

(2) Banners displayed as part of the city banner display program shall have been created or commissioned by the city, at the direction of the city manager or his designee, or shall have been received and accepted by the city as a gift, along with any hardware determined to be necessary for the display of such donated banners.

(3) Banners displayed as part of the city banner display program shall not bear commercial advertising, political campaign promotion, or other political, religious or personal statement or message.

(4) Prior to acceptance and display as part of the city banner display program, proposed banners shall be reviewed as to their content and form by the urban design committee, in accordance with the provisions herein and design criteria which shall be established by the committee and approved by the city manager. Decisions of the urban design committee with regard to acceptance and display of banners may be reviewed and modified, as necessary, by the city manager or his designee.

(6) Banners may be displayed for such reasonable time period as may be established in each instance by the urban design committee, subject to review by the city manager or his designee, as necessary; provided that any banner displayed during such time period shall be and remain in conformity with all of the original specifications concerning size, quality of materials, and content, and any other criteria initially considered in approving the banners for display.

(7) Banners may be approved for periodic, repeated display, as in the case of seasonal displays or annual observances; continued approval for such periodic displays shall be contingent upon appropriate arrangements for storage of banners and the maintenance of the banners in a suitable condition for display.

(b) Notwithstanding any limitation expressed in section 2-27 of this code, the city manager or his designee, for and on behalf of the city, is hereby authorized to accept, without regard to the value or amount, gifts of banners, hardware necessary for display of banners, or in kind services pertaining to the preparation or display of

earlier time as removal may become necessary, the city manager or his designee is authorized to sell such banners at a special public auction, or through regular sale as surplus city property, or to dispose of such banners in any other manner as may be appropriate under the circumstances, where such banners are deemed to have little or no value as items for sale.

§ 2. This ordinance shall be in force and effect upon adoption.

City of Richmond  
City Planning Commission



900 East Broad Street, Richmond, Virginia 23219

804 • 780-4347

May 19, 1987

To the Honorable Council of the  
City of Richmond, Virginia

At its meeting of May 18, 1987, the City Planning Commission voted (9-0) to recommend APPROVAL of:

Ordinance No. 87-123

**To amend the Code of the City of Richmond, 1985, by adding therein in Chapter 3, Advertising and Signs, Article III-A, Posting of Signs or Advertising on Public Property, a new section numbered Sec. 3-46, concerning establishment of a City Banner Display Program.**

The purpose of this ordinance is to establish a City banner display program by adding a section to Chapter 3 of the City Code. The paper is the result of the City Administration's desire to establish a policy and review process to assure that decorative banners and flags installed within public rights-of-way and on public property are appropriate and positive elements of the overall City streetscape. At the request of the City Manager, the Urban Design Committee and the Planning staff studied the related issues and opportunities and developed suggested design review criteria. The specific criteria would be used by the Urban Design Committee to review future proposals for banner installations.

The subject ordinance establishes the program and sets forth the City policy regarding banners as well as the general conditions under which the Urban Design Committee and the City Manager may review and approve banner installations. The program permits only those banners created or commissioned by the City or accepted by the City as a gift. They may be installed only in nonresidential areas, and may not include commercial advertising. All banners under the program would be reviewed and approved as to location, form, design and content by the U.D.C. in accordance with its adopted criteria, subject to review and modification by the City Manager.

Although the City Charter does not require Commission action on this paper, the Commission chose to express its support for the program due to its ongoing interest in the subject and its broader responsibilities in the areas of streetscape and character of public places. The Commission also

**ORDINANCE OR RESOLUTION SUMMARY**  
**CITY OF RICHMOND, VIRGINIA**

Resolution Ordinance No. 87-123 Requested by City Manager Received City Manager's Office Summarized 5/19/87	Subject To Establish a City Banner Display Program
--	---

**SUMMARY**

The purpose of this Ordinance is to establish a City banner display program by adding in Chapter 3, a new section numbered Section 3-46, City Banner Display Program. City administration desires to establish a policy and review process to assure that decorative banners and flags installed within the public right-of-way and public property are appropriate and positive elements of the overall City streetscape.

Specific Banner Display Criteria:

1. Banners must be created, commissioned or accepted as a gift by the City;
2. Banners shall be installed only in non-residential areas;
3. Banners shall not contain commercial advertising;
4. All banners shall be reviewed and approved for location, form, design and content by the Urban Design Committee (UDC), subject to review and modification by the City Manager or designee;
5. Banner display time period shall be established for each instance by the UDC, subject to review by the City Manager or designee;
6. Banners may be approved for periodic, repeated display - contingent upon suitable condition for display; and,
7. Banners may be disposed of at a public action, as surplus property or any other appropriate manner.

Resolution  
Ordinance No. 87-123

Subject: To Establish a City  
Banner Display Program

No action was required by the Planning Commission. However,  
the Commission voted (9-0) May 18, 1987 in support of this  
Ordinance.