

CITY OF SULTAN  
WASHINGTON  
RESOLUTION NO. 17 – 03

**A RESOLUTION OF THE CITY OF SULTAN, WASHINGTON, ESTABLISHING  
BUSINESS PROMOTION SIGN POLICIES.**

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WHEREAS, the City Council of the City of Sultan has determined it is in the best interest of the City of Sultan to provide for policies for use of the Business Promotion Sign; and

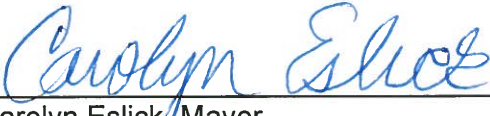
WHEREAS, such policies will better facilitate the effective control of the sign; and

WHEREAS, these policies will enable Sultan to meet the objectives of the funding source for the installation of the sign:

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SULTAN, WASHINGTON, DOES RESOLVE AS FOLLOWS:

Section 1 . The City Council hereby adopts the application and Business Promotion Sign Policy.

PASSED AND ADOPTED this 9th day of February 2017.

  
\_\_\_\_\_  
Carolyn Eslick, Mayor

ATTEST:

  
\_\_\_\_\_  
Laura J. Koenig, City Clerk



# City of Sultan

## APPLICATION FOR BUSINESS PROMOTION SIGNS

Date of Application: \_\_\_\_\_

Business Name: \_\_\_\_\_

Owner's or Representative's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business UBI Number: \_\_\_\_\_

Business License Number (If located in the City of Sultan): \_\_\_\_\_

The Community and Business Promotion Signs fee is \$100 per year with a preference to Sultan Businesses not located along US 2.

Date Payment Received: \_\_\_\_\_

TR Receipt Number: \_\_\_\_\_

Please Attach a Printer's Proof of Proposed Banner:



**BUSINESS PROMOTION SIGNS POLICY**

**POLICY**

The City of Sultan recognizes the importance of Economic Development and supporting businesses in the City of Sultan.

In 2014 the City of Sultan received a grant from Snohomish County Tourism to erect a frame along US 2 in Sultan to hang vinyl banners that promote businesses and events in and around the City of Sultan.

It is important for the City to properly maintain the signs and in order to do that, a minimal annual fee of \$100.00 per year will be charged for one 24" X 60" one side only banner. This applies to 6 east facing and 6 west facing banners.

**SCOPE**

To maximize the effectiveness of Economic Development and Business Promotion in Sultan. Provide 12 banner spaces to place advertising banners with a preference to local businesses in Sultan who do not already have a "US 2 Presence".

**PROCEDURES**

An application for local Sultan Businesses to apply to create a (one sided) 24" X 60" vinyl banner to be hung by the City on the Community Promotion Sign Frame on US 2 must be submitted to the City. The application will require a \$100 annual payment.

**PURPOSE OF THE BUSINESS PROMOTION SIGNS**

The purpose is to promote Sultan Businesses.

**PRIORITY OF THE BUSINESS PROMOTION SIGNS**

1. Sultan Businesses not located on the US 2 Corridor
2. Sultan Businesses
3. Date of application and payment will determine location preference
4. Number of vacancies available will determine how many banners may be purchased
5. A limit of 1 slot per business per direction is allowed, with a total combined maximum of 2 banners or 1 double sided banner.

**RISKS OF INJURY TO BUSINESS OWNERS**

It is important that the business owner(s) turn their banners into the City for proper placement on the frame. Under no circumstances may the business owner hang their own banner.

### **WEATHERED OR DILAPIDATED PROMOTION SIGNS**

At the City's discretion, when a banner appears to be weathered or dilapidated in any way, the City will remove the banner and require the owner to replace it for the duration of the 1 year lease at the owner's expense.

### **DAMAGE TO PROMOTION SIGNS**

If a business owner's banner is damaged or vandalized, the City will remove the banner and it is the responsibility of business owner to replace the banner for the duration of the annual lease agreement. Failure to replace the banner within 30 days following the 2 week notice will result in forfeiture of the slot and no refund will be made.

### **FONT SIZE ON PROMOTION SIGNS**

Ordering and purchasing the banner(s) is the sole responsibility of the business owner. The business owner is encouraged to order banners with large print and a simple message to maximize visual impact.

When the business owner is determining the text and font size for their banner before purchasing, it is recommended they take under consideration the traffic speed on US 2 is 35 MPH and that it is difficult for the travelers to read a lot of small print.

### **WIND VENTING SIGNS**

Due to the heavy winds in the Skykomish Valley, wind venting is required on all banners.