

**City of Pequot Lakes**  
**Special Event Banners Policy**

Adopted 12/5/17

The following criteria must be met to place a Special Event Banner in the City of Pequot Lakes' right-of-way:

1. Signs, banners, or decorations shall be allowed in 45 MPH or less speed zones;
2. Signs, banners, or decorations shall be allowed along Patriot Avenue and Main Street between Government Drive and Patriot Avenue;
3. No signs, banners, or decorations shall be allowed along Main Street from the Highway 371 interchange and Government Drive;
4. Signs, banners, or decorations shall not be attached to any traffic related structure (sign, signal, etc.);
5. Signs, banners, or decorations shall not appear to represent or conflict with an official traffic control device in shape, form, color, or legend;
6. Signs, banners, or decorations shall not obstruct sight distance or detract from motorists' view of traffic control devices;
7. No changeable message signs shall be permitted for event advertising purposes;
8. The size of signs, banners, or decorations shall not exceed 32 square feet;
9. Logos shall be allowed on signs, banners, or decorations;
10. No overhead signs, banners, or decorations shall be installed spanning any City roadway;
11. Signs, banners, or decorations shall be allowed for Pequot Lakes community events;
12. Signs, banners, or decorations shall not be used to promote, fundraise or advertise events for individuals, for-profit individual businesses, trade or political organizations unless those events have been deemed by the City as an "official community event";
13. Signs, banners, or decorations can be used to promote fundraisers for 501C3 organizations if proceeds are used for the betterment of the community;
14. Signs, banners, and decorations pertaining to an event shall not be in place longer than two weeks prior to the event and are required to be removed within three days after the last day of the event;
15. If a situation arises that is not covered by this policy, the City Administrator shall make the final determination.

Anyone requesting permission to place a sign, banner, or decoration in the City of Pequot Lakes' right-of-way shall complete the Pequot Lakes Special Event Banners or Community Sign Application available at Pequot Lakes City Hall and on the City website: [www.pequotlakes-mn.gov](http://www.pequotlakes-mn.gov).