



POLICY ON THE INSTALLATION OF BANNERS ON CITY-OWNED STREET LIGHT POLES

This policy shall cover the installation of banners, both permanent and temporary, on all City-owned street light poles in conformity with the conditions and restrictions set forth in Section 66.0425 of the Wisconsin Statutes and the criteria outlined below.

The following criteria shall apply to all banners:

1. The maximum surface area of the banner shall be 20 square feet with a maximum dimension of 96 inch height by 30 inch width.
2. Banners shall be constructed of lightweight material such as canvas, polyester or similar material.
3. Mounting brackets shall be of a spring loaded design, as approved by the City Engineer, to reduce wind load. Openings in the banner may also be necessary to further minimize wind load, determined by the City Engineer.
4. Banners shall be installed a minimum of 16 feet above the crown of the roadway if the banner is to project over the roadway. This minimum height can be reduced to 12 feet if the banner does not project over the roadway.
5. The purchase, installation, maintenance and removal of the banners (including all mounting hardware) shall be the responsibility of the sponsoring party.
6. In the event of improper banner installation or damage to the banner or its supports, within 48 hours after notification by the City the banner shall be removed or repaired by the sponsoring party, except in emergency situations the City may require immediate re-installation, removal or repair. If re-installation, removal or repair is not done as required, the City may correct the problem and bill the responsible party or deduct said amount from the deposit, where applicable.
7. Banners shall be installed only on poles at locations approved by the City Engineer. A banner location may be rejected due to a conflict with a traffic control device, due to an inadequate support for the proposed load of the banner or for situations that pose a safety hazard to the public.
8. The sponsor shall provide a hold harmless agreement to the City.

Policy Installation of Banners
On City Poles (cont'd)

9. Proof of general liability insurance in the minimum amount of \$350,000 per person/per occurrence shall be provided to the City.
10. Banners shall not contain any content that:
 - a. May be reasonably interpreted to be offensive to any religious, ethnic, racial or political group or candidate.
 - b. May be reasonably interpreted as condoning any type of criminal act or which may be considered as derogatory toward any aspect of the law enforcement profession.
 - c. Portrays any acts of violence, murder, sedition, terror, vandalism or other Offense.
 - d. Appears to defame a person, product or institution.
 - e. Depicts nudity or partial nudity that would be considered obscene under local community standards, or offensive or pornographic.
 - f. Promotes or advertises the use of tobacco, alcohol or illegal drugs.

Permanent Banners

1. Permanent banners are defined as banners intended to be installed for a time period longer than one month.
2. Permanent banners are intended to promote a recognized business association, neighborhood association, government institution or school of higher learning or be of a decorative nature (i.e., seasonal, promoting a holiday, etc.).
3. Permanent banners shall not be utilized for the purpose of advertising a commercial product, individual or business

Temporary Banners

1. Temporary banners are defined as banners intended to be installed for a maximum time period of 30 days.
2. Temporary banners are intended to promote a local cultural event that is open to the public.
3. Temporary banners may not be placed sooner than 30 days prior to the event.

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On City Poles (cont'd)

4. Temporary banners may be placed only in the district in which the event is held. The district association, if any, shall review and recommend approval or disapproval of the content and location of the banners.
5. The area on the banner for sponsors shall not exceed 15% of the total banner area. Banners shall not contain commercial logos, trademarks, etc.
6. A deposit of \$15 per temporary banner and \$30 per permanent banner shall be paid to the City upon application for the permit. The deposit shall be made with the Engineering Department.
7. The banner deposit for approved Business Improvement Districts (BID) be waived and that any costs to maintain or remove banners by the City be charged to the BID.
8. The permittee shall remove the banners upon expiration of the 30-day maximum period or within 5 days after the end of the event, whichever is lesser. In the event that the banners are not removed in this time period, the deposit will be forfeited.
9. Application for temporary banners shall be made on the appropriate application form as provided by the Office of the City Engineer, Room 304, City Hall, 730 Washington Avenue, Racine, WI 53403.
10. Completed applications are subject to approval by the Common Council and should be sent to:

Public Works and Services Committee
Commissioner of Public Works
730 Washington Avenue
Racine, WI 53403

Application for Installation of Banners on Street Light Poles

To: Public Works and Services Committee
730 Washington Avenue
Racine, WI 53403

Organization: _____

Contact Name/Position: _____

Address: _____

Telephone Number: _____ Fax Number: _____

Reason for Request: _____

Date of Event (if applicable): _____

Proposed Location of Interpretive Sign: _____

Temporary Banners

Quantity of **Temporary** Banners: _____ Deposit Required (Quantity x \$15.00)

Deposit Amount: _____

Time Period of Banner: From _____ to _____

Permanent Banners

Quantity of **Permanent** Banners: _____ Deposit Required (Quantity x \$30.00)

Deposit Amount: _____

Time Period of Signs: From _____ to _____

A sketch or drawing, including dimensions, is required as part of this application.

The undersigned hereby makes application for the installation of privately-owned signs as outlined on this form. I hereby acknowledge that I have reviewed and agree with the terms and conditions as outlined in the City of Racine's Policy on the Installation of Privately-Owned Signs on City-Owned Street Light Poles.

Signature of Applicant

Date

Adopted 09/18/2001
Rev. 10/19