

### **Overview**

For purposes of this policy, a banner is defined as a piece of cloth, plastic or other material erected across a street between two poles.

### **Policy**

Any person or organization wishing to erect a banner shall obtain permission from the Platteville Common Council. The City Clerk has on file the City's banner permit application (copy attached).

### **Procedures**

The location designated by the City of Platteville for erection of banners is South Water Street between two poles on that street that have been placed specifically for that purpose. The Common Council may elect to allow other locations for banners, on a case-by-case basis.

An organization permitted by the Common Council to erect a banner shall work with the City staff to have the banner erected. For safety reasons and to ensure appropriate traffic control, only City personnel shall be allowed to put up and take down banners.

Banners shall be 4 feet by 30 feet. Banners shall have air holes cut into them to allow wind to pass through. There shall be 30 air holes cut into the banner in a half moon shape, 8 inches in diameter. Banners shall be made of sufficiently strong materials to allow proper tensioning. Staff has the authority to reject any banner that, in their opinion, cannot be properly tensioned or has insufficient air holes to allow the wind to pass through without damaging the supporting poles.

In recognition that the City incurs labor and equipment costs when staff participates in erecting banners, a fee, set Common Council, shall be charged to organizations permitted to erect a banner.

### **Exclusions/Exceptions**

The fee may be waived by the Common Council

**CITY OF PLATTEVILLE**  
**BANNER PERMIT**

Date Permit Requested \_\_\_\_\_

Name of Organization Requesting Permit \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone Number \_\_\_\_\_

Dates for Banner to be Displayed \_\_\_\_\_

Text of Message to be Displayed \_\_\_\_\_

Signature of Person Requesting Permit \_\_\_\_\_

\$125.00 Fee Accompanies This Application\*

Request \$125.00 Fee to Be Waived\*

Date Approved by Common Council \_\_\_\_\_

Issued By \_\_\_\_\_  
City Clerk

Fee (if charged) \$ \_\_\_\_\_

Receipt # \_\_\_\_\_

\*Note Regarding City Banner Permit Fee: The City has determined that the actual cost to the City to erect and take down banners, in terms of the cost of personnel in wages/benefits and the cost of operating City equipment, is approximately \$225.00. The Common Council has decided to charge a lesser fee to organizations requesting this permission.