

CHAPTER:

CITY OF MARSHFIELD, WISCONSIN POLICIES AND PROCEDURES

1. COMMON COUNCIL 4. FINANCIAL

2. ADMINISTRATIVE **5. PUBLIC WORKS**

3. PERSONNEL 6. PARKS AND RECREATION

SUBJECT: Banner Policy and Decorations on Historic Light Poles

POLICY NUMBER: 5.051

PAGES: 2

EFFECTIVE DATE: February 12, 2013

SUPERSEDES POLICY DATED: July 31, 2006 and April 12, 2011

Special Notes: This policy/procedure manual does not in any way constitute an employment contract and the City of Marshfield reserves the right to amend this manual at any time subject only to approval by the Common Council.

Section 1. General Requirements.

- 1. Banners in the public right-of-way on publicly owned facilities are only allowed in three instances:
 - a. On the pedestrian bridge that spans the Veterans Parkway corridor;
 - b. On the Southside of the Peach Avenue Underpass; and
 - c. On the historic light poles that are located on Veterans Parkway and Central Avenue.
- 2. All banners will be given permits on a first come, first serve basis, provided they meet the guidelines described below. Applications from first time applicants shall be submitted at least 90 days in advance of the display period.
- 3. City events will take precedence and no permits will be issued during times when the City has events.
- 4. This policy shall not apply to banners on privately owned facilities addressed in an air space lease.
- 5. Banners shall not have a commercial message nor contain a commercial logoexcept as provided herein.

Section 2. Banners Spanning Public Right-of-Way on Publicly Owned Facilities.

- 1. Banners spanning the public right-of-way are only allowed on the pedestrian bridge over Veterans Parkway and the south side of the Peach Avenue underpass bridge. Banners on these facilities are only allowed for Community Events which shall be defined as an event, or a series of related events involving a subject matter of interest to a significant portion of the residents of the City of Marshfield which promotes civic pride in the City of Marshfield and which is not a purely commercial enterprise and where the proceeds, if any, will directly benefit either a charitable or non-profit organization. It shall be further defined as an event supported by one of the following agencies that are funded by the City of Marshfield through the budget process: Marshfield Area Chamber of Commerce and Industry, Convention and Visitors Bureau, Main Street Marshfield, Inc., UW Wood County, and the Fair Commission.
- 2. The banner program for banners spanning the public right-of-way will be administered by the Convention and Visitors Bureau (CVB). The CVB will accept and approve applications, subject to the terms of this policy, collect fees, and arrange for installation and removal of the banners. Appeal of any permits denied by the CVB will be brought to the Board of Public Works.
- 3. Additional Requirements:
 - a. Banner measurements shall be at least 80 square feet but not exceed 200 square feet.
 - b. Banners will be installed and removed on a predetermined schedule to allow for efficient installation and removal of successive banners. Banners will remain up for a minimum of 30 days. Banners not delivered to the CVB prior to the scheduled installation date may be subject to an additional charge to reschedule.
 - c. Banners shall be made of a durable material so as to resist fading and tearing. Any repairs or replacement of banners shall be the sole responsibility of the permittee.
 - d. Banners shall not have a commercial message nor contain a commercial logo.
 - e. Only 2 banners per side of structure will be allowed at any one time.

Section 3. Banners or Decorations on Historic Light Poles.

- 1. Installation of banners or decorations must be approved by the Department of Public Works and Marshfield Utilities.
- 2. The CVB will be responsible for banners on the Veterans Parkway historic poles. Main Street Marshfield will be responsible for banners on the Central Avenue historic poles. Each organization will be responsible for banner selection, purchase, installation, maintenance and removal. If banners are not properly maintained, the City, through the Street Department, may remove damaged banners as necessary.
- 3. Additional requirements:
 - a. All banners shall be approximately 24 inches wide by 48 inches long to be displayed on existing poles.
 - b. Banners must be attached by means of the existing banner arms. No extra

- hardware or fasteners is permitted.
- c. Banners shall be made of a durable material so as to resist fading and tearing with no metal components that could damage the paint on the poles. Any repairs or replacement of banners shall be the sole responsibility of the CVB or Main Street.
- d. Banners may contain a small commercial message or logo of the banner sponsor, subject to the following conditions. The commercial message or logo shall be contained within an area 24" wide by 18" high on the bottom of the banner. When two banners are installed side by side on the same pole, the commercial message or logo shall only be allowed on one banner. A banner sponsor is defined as a business or organization that provides funding for a banner.

4. Installation by Private Contractors:

In order to be considered as qualified to install banners on historic light poles, the contractor must meet the following requirements:

- a. The contractor must provide a Certificate of Insurance as required by Building Services for Contractors.
- b. The contractor must provide a Damage waiver stating that the Contractor is responsible for 100% of any damage done during the installation or removal of the banners or decorations.
- c. The Contractor must be an owner or qualified operator of the equipment used for installation or removal.
- d. Appropriate traffic control shall be installed prior to installation. Signs and barricades may be available from the City Garage.