

## Main Street Overhead Banner Policy 2015-05

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### I. Purpose

The purpose of this policy is to establish the practice and procedure for the placement of overhead banners across Main Street (US Highway 14) on the banner poles constructed solely for this purpose. The overhead poles may **ONLY** be used by civic and not-for-profit organizations to display banners announcing community-wide events which have been approved in accordance with this policy. The use of overhead banners is not intended to advertise private or political functions.

### II. Applicability

This policy shall be used in conjunction with Chapter 87 (Sign Regulations) and Section 22.22 (Special Event Permit) of the Village Code of Ordinances as amended.

### III. Practice

The Public Facilities Department, under the direction of the Public Facilities Director, shall be responsible for the administration of this policy in conjunction with the Village Administrator/Clerk-Treasurer. The Village Administrator/Clerk-Treasurer, or designee, shall be responsible for the collection and disbursement of all application forms received from Applicants. The Public Facilities Director, or designee, shall be responsible for hanging the banner as directed within this policy upon presentation of the approved application with assistance from the Police Department as necessary for traffic control.

### IV. Procedure

1. Requests for overhead banner placement shall be submitted, in writing, to the Village Administrator/Clerk-Treasurer not less than 30 days nor more than 90 days prior to the desired display dates in order to comply with WisDOT permit application submission regulations. In case of multiple applications for the same display dates, applications will be approved on a first-come, first-serve basis. The date of receipt of the required fees shall constitute the application date, and the first day of the requested display period shall constitute the date of the event for purposes of this policy. Requesting organizations should contact the Village Hall, (608) 798-3241, for an application form and instructions.
2. Application forms and instructions are available from the Village Hall. The application shall contain the name of the contact person for the requesting organization and such other information as the Village may require. The contact person listed on the application form shall be the responsible party for the purposes of this policy and its enforcement. There is one location with banner poles available for use. It is located at our around 2034 and 2039 Main Street. No other locations within the Village limits are authorized for overhead banners.

3. At the time of application, the requesting party shall pay a display fee to the Village Administrator/Clerk-Treasurer as shown in Attachment A. The display fee will be refunded should the application not be approved by either the Village or WisDOT. Payment of display fees shall be made payable to the Village of Cross Plains.
4. All applications for banner placement may be approved, modified, and/or denied by the Village Administrator/Clerk-Treasurer.
5. Display periods may not be prorated even if the banner is removed prior to the end of the display period as paid. Banners must not be removed on or before the end of the paid period and may not be installed prior to the commencement of the paid period as defined herein. For the purposes this policy, the following timings are authorized:
  - a. One Week Display – Shall begin on Tuesday and conclude on the following Tuesday.
  - b. Ten Day Display – Shall begin on Friday and conclude on the second Monday thereafter.
  - c. Two Week Display - Shall begin on Monday and conclude on the second Monday thereafter.
6. The requesting organization will hold harmless the Village of Cross Plains, Wisconsin and the Wisconsin Department of Transportation from any damages which may arise from the placement of the banner. The requesting organization shall provide certificates of insurance evidencing general liability coverage in the amount of \$1,000,000 combined single limit and naming the Village of Cross Plains, its employees, and assigns as additional insured (with endorsement naming political subdivision.) The Village of Cross Plains does not assume responsibility for damage to banners or damage caused by banners.
7. In addition to Village approval, all requesting organizations must receive a banner permit from the Wisconsin Department of Transportation (WisDOT) included as Attachment B. WisDOT regulations require that all banner messages be of not-for-profit in nature. The WisDOT permit application is available from the Village Clerk. WisDOT applications must be submitted through the Village. The Village will submit to WisDOT the application on behalf of the applicant and the Village.
8. Any requesting organization whose application for banner placement has been denied or modified by the Village Administrator/Clerk-Treasurer, may, upon written request to the Village Clerk, have the denial and/or modification reviewed by the Village Board which shall either affirm, reverse, or modify the initial action on the application. Such appeal determination by the Village Board shall constitute final action.

**V. Implementation Requirements**

1. Banners shall be constructed in accordance with approved specifications (Attachment C).
2. All overhead banners shall be installed by the Public Facilities Department. Applicants may not install banners. Banners will not be installed until all permits, fees, and approvals are in place.
3. Overhead banners may be displayed not more than 14 consecutive days unless an extended display item is specially approved by the Village and WisDOT.
4. The requesting organization shall be responsible for all banner production costs and must deliver the banner to the Public Facilities Department complete and ready for installation in accordance with the specifications set forth hereinafter.
5. The banner poles are reserved by the Village for holiday decoration from November 15<sup>th</sup> through February 1<sup>st</sup> of each year and therefore, are not available for use by other organizations during this period unless authorized by the Village Administrator/Clerk-Treasurer.

**VI. Attachments**

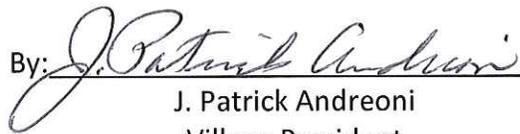
- A. Banner Display Fee Schedule.
- B. WisDOT Banner Placement Permit Form.
- C. Banner Construction Specifications.

Main Street Overhead Banner Policy #2015-05 will take effect immediately upon adoption by the Village Board for the Village of Cross Plains.

Dated this 28<sup>th</sup> day of September, 2015.

Village of Cross Plains:

Attest:

By:   
 J. Patrick Andreoni  
 Village President

By:   
 Matthew G. Schuenke  
 Village Administrator/Clerk-Treasurer

**Attachment A**

**Banner Fee Schedule**

One Week Display	\$100.00
Ten Day Display	\$125.00
Two Week Display	\$150.00



## Traffic Guidelines Manual

ORIGINATOR Director, Bureau of Traffic Operations	13-12-1
CHAPTER 13	Traffic Regulations
SECTION 12	Permits for Temporary Banners and Civic Displays
SUBJECT 1	Policy

### A. General

Communities *may* request permits to install banners and/or civic displays to promote special events or to display civic pride. These banners/displays can provide a very effective and efficient means to convey a message to the motorist, and when used correctly can provide a positive effect for the flow of traffic, and ultimately traffic safety.

The 2009 MUTCD, Section 1A.01 and Wisconsin State Statute 86.19 clearly state that advertising messages **shall not** appear on traffic control devices. Even though banners and civic displays are not considered traffic control devices and are not used to control traffic, they can compete with essential traffic control signs. Therefore, careful consideration must be taken to provide signs and messages which do not conflict with these rules or have a negative impact on traffic safety.

Regional Transportation directors, or their designees, *may* approve or deny applications for permission to install temporary banners or civic displays. Applicants *may* be municipalities, or private entities who must receive endorsement from the respective municipality. Approval **shall** be by means of the standard form. Denial *should* be by letter, giving reasons for rejection.

### B. Definitions

Banners are defined as flexible, horizontal signs that are either overhead or ground mounted displays that *may* promote public activities such as parades, celebrations, speeches, concerts, plays, musicals, contests, athletic events and charitable events. Banners are considered short-term and are removed once the event has completed.

Civic Displays are considered a permanent decorative feature installed by the community to promote civic pride and are not associated with a special event. Examples of civic displays include:

- Decorations on light poles, including wrapping
- Community achievements
- Holiday decorations

- Civic mottos or emblems
- Seasonal messages
- Extra enforcement locations, such as EZ Wrap

Freeways are defined as divided highways with fully controlled access at interchanges only. Interstate Highways are freeways with the interstate route designation.

Expressways are defined as divided highways with partially controlled access by a combination of interchanges, at-grade intersections, and driveways.

Conventional Highways are defined as streets or roads other than freeways or expressways. They *may* be divided or undivided, two-lane or multi-lane, and access is available at intersections and driveways.

### C. Policy

1. Banners and civic displays **shall not** display commercial advertising or advertise specific commercial products, services or businesses. The inclusion of a brand name within the name of an event, such as "Brand X Bike Race" is permissible.
2. Lettering on banners **shall** be a minimum of 4" in height and overhead banners **shall** have a minimum clearance of 17 feet (bottom of banner to top of roadway).
3. All banners **shall** be made out of a flexible material, and have no horizontal stiffeners, except banners supported on overpasses. Civic displays *may* be made out of a rigid material.
4. Banners and civic displays **shall** not be permitted on freeways or expressways.
5. Banners and civic displays **shall** be removed or replaced when legibility is impaired due to wear or fading.
6. Any new posts installed for banners or civic displays **shall** be NCHRP 350 crash compliant.
7. Maximum length of time for banners promoting community events is 30 days and 90 days for community promotion. Civic displays *may* be installed indefinitely, provided they remain in good shape (see item #5 above).
8. Banners and civic displays **shall not** be installed on existing traffic control devices or supports.
9. The applicant **shall** accept full responsibility for any damage claims from any permitted banner or civic display.
10. Banners located in the highway right-of-way *should* be located as close to the right-of-way line as possible.



**TEMPORARY BANNER / CIVIC DISPLAY INSTALLATION APPLICATION / PERMIT**

Wisconsin Department of Transportation  
 DT1876 1/2014 (Replaces ET717) s.86.19(2) Wis. Stats.

Submit application in duplicate to the Division of Transportation System Development Regional Office, Wisconsin Department of Transportation (WisDOT). A single application may be made for each associated pair of temporary banners or group of civic displays.

*Applicant – If applicant is not a municipality, indicate endorsement below by responsible municipal official.*

Contact Person Name		(Area Code) Telephone Number
Mailing Address, City, State and ZIP Code		Email Address
Wording on Banner		
Location(s) Highway Number	At	
	And At	
Date To Be Erected	Date To Be Removed	

The undersigned applicant requests permission to install temporary banner(s) and/or civic displays at the above location(s). It is understood and agreed that the applicant shall comply with the general and specific conditions stated below and/or attached. The undersigned certifies that he/she is authorized to sign this application on behalf of the named applicant.

**X** \_\_\_\_\_  
 (Applicant or Authorized Representative Signature) (Date – m/d/yyyy)

Representative Title

**X** \_\_\_\_\_  
 (Municipal Endorsement Signature)

Municipal Title

**CONDITIONS**

1. A banner is defined as a flexible, horizontal sign extending with its rope or cable supports across an entire roadway.
2. The lettering on banners shall be at least 4 inches in height and the minimum clearance to ground on overhead banners shall be 17 feet.
3. The banner shall not be made of rigid material, and shall have no horizontal stiffeners, except that it may be supported on an overpass. Civic displays may be made of ridged material.
4. Banners and civic displays shall not be permitted over Interstate highways, freeways or expressways.
5. Banners and civic displays shall be removed or replaced when legibility is impaired due to wear or fading.
6. Permitted maximum length of time for banner displays is 30 days for events, and 90 days for community promotion.
7. No banner or civic displays shall be installed using state-owned supports.
8. If new supports are installed to support an overhead banner or any civic display, the applicant shall review the proposed installation with the Regional Traffic Engineer.
9. The applicant shall accept full responsibility for any damage claims resulting from any permitted banner or civic displays.
10. Owners of banners or civic displays which do not conform to the stated conditions are subject to penalty as provided in s.86.19(3) Wis. Stats.
11. Notwithstanding the preceding, no banner or civic display shall display commercial advertising or advertise specific commercial products, services or businesses. The inclusion of a brand name within the name of an event, such as "Brand X Bike Race" is permissible on banners.
12. The applicant shall provide certification, by a Professional Engineer, that any banners or civic displays installed on lighting supports shall meet wind loading requirements.
13. Other conditions:  No  Yes  On Reverse  Attached

**PERMIT** Approved for the Wisconsin Department of Transportation

Permit Number

**X** \_\_\_\_\_

(WisDOT Representative Signature) (Date – m/d/yyyy)

Print Name and Title

**Attachment C**

**Banner Specifications**

- a. Size; up to 30" high (outside edge) x 20' long. The banner shall not exceed 150 pounds in weight. The installed banner must be at least 17 feet above the pavement.
- b. Banner must have a 3" hem along the top and bottom edge for cabling, with reinforced double stitching or heavy duty grommets on top and bottom.
- c. Material shall be 18 oz. vinyl with wind slits, banner canvas (Sunbrella) with wind slits, mesh vinyl, or any other approved banner material capable of handling a major wind load.
- d. Wind slits approximately 6" by 6" in area shall be evenly distributed throughout the banner. A minimum of one wind-relief flap per five square feet of banner area is required.
- e. Banners must be printed on both sides.
- f. Banner message must be approved by the Village and may not include any commercial or sponsor logo or advertisement.
- g. Banners must be clean and serviceable.
- h. All banners must have grommets installed in all four corners in order to secure the banner from moving from side to side. The upper and lower edges should each have at least six grommets. Corner connections must be capable of carrying 1,000 lb. load; all other connections must carry a 500 lb. load.
- i. Village may refuse to install banner if it is determined by the Village in its sole discretion that the subject banner does not meet these specifications and poses a threat to public safety.

*Sample Banner Configuration*

