

City of Milwaukee Department of Public Works
Vertical Banner Display Permit Specifications

1. Banners may only be hung from mounting brackets attached to concrete street lighting poles
 - a. Banners will not be permitted on poles as follows:
 - i. Aluminum poles
 - ii. Poles with traffic signals
 - iii. Poles with traffic control signage
 - iv. Poles with overhead electrical utility lines
2. No more than one banner may be attached to a street light pole
3. The maximum size of banners mounted from static brackets is 2' x 5' (10 sq. ft.)
4. The maximum size of banners mounted from spring-loaded brackets is 3' x 5' (15 sq. ft.)
 - a. Spring-loaded bracket specifications from the manufacturer must be submitted with the Vertical Banner Display Permit Application
 - b. Banners larger than 10 sq. ft. must have wind slits to provide adequate air flow
5. The bottom of the banner must be at least 18' above a public street and at least 14' above a public walkway
6. The dimensions of the proposed banner must be included in the application
7. The proposed artwork for the banner must be submitted with the application
 - a. Banners may not advertise or promote commercial products or services, individuals, religious, political or social viewpoints
 - b. Banners may not promote or advertise gambling
 - c. Applicant's or sponsor's name, logo or slogan may occupy no more than the lower 10% of the banner
8. A permit will be issued only for poles located adjacent to the applicant's property or at locations connected to a specific event sponsored by the permittee
9. Permits for non-profit identification banners will be granted for a maximum of one year with the option to reapply each year
10. Permits issued for event-specific banners will be granted for a period of two weeks prior to the event with the stipulation that the banners be removed the first working day following the event
11. All banners and their placement are subject to approval of the Commissioner of Public Works. The City reserves the right to order immediate removal of any banner in a state of disrepair
12. Banners may not disrupt or block light distribution from streetlights nor hamper their maintenance.
13. Banners are permitted on harp poles only if the following conditions are met:
 - a. Banners are to be hung from the sidewalk side of the pole - no less than 10 feet above the sidewalk
 - b. Banner mounting brackets shall be banded to the poles with stainless steel banding materials (there shall be no drilling, tapping, etc. of the street lighting poles and the brackets shall be made of stainless steel or a nonferrous material)
14. Banners must be installed and maintained by qualified trades personnel and are the responsibility of the permittee.
15. The City shall not be held liable for any personal injury, damage or cost in connection with installation or display of the banners and hardware.
16. Permittee must remove banner and hardware upon permit expiration
17. The permit fee is \$15.00 per pole
 - a. Fees must be received by the Department's Special Events Office at least three days prior to installation



**PERMIT APPLICATION
VERTICAL BANNER DISPLAY ON STREET LIGHT POLES**

SPECIAL EVENT PERMIT OFFICE
841 NORTH BROADWAY, ROOM 501
MILWAUKEE, WI 53202
PHONE: (414) 286-3329 EMAIL: DPWSPECIALEVENTS@MILWAUKEE.GOV

APPLICANT INFORMATION

First Name		Last Name	
Name of Organization			
Street Address		City	State/Zip
Phone No.		Email	

BANNER DISPLAY INFORMATION

Purpose of Display

Location and Pole Numbers (i.e. "the north side of E Wisconsin Av between N Jackson St and N Jefferson St on poles numbered 101, 102, and 103. If no pole numbers are visible, use the adjacent address, draw a sketch, take a photo, etc. Attach an additional sheet if necessary)

Banner Dimensions	Height:	Width:
Installation Date:	Removal Date:	

BANNER INSTALLATION COMPANY CONTACT INFORMATION

Company Name

Representative	First Name	Last Name
Phone No.	Email	

I have read the permit specifications and I certify that all information provided as part of this application is true and correct to the best of my knowledge

Signature:	Date:
DPW Approval:	Date:

Attachment Check List

Banner Rendering (photo/drawing)	
Pole Locations (description/map/photo)	