



Over the Street Banner Permit Application

Name of Organization: _____

Address: _____

Phone Number: _____

Responsible Individual: _____

Email Address: _____

Permit application may be submitted on the first working day in January and no less than 30 days prior to the scheduled hanging date. Permits shall be granted for a period of one week, which may be extended up to 3 weeks at the discretion of the Director of Parks, Recreation and Forestry considering availability. Permits will be granted for the promotion of a Jefferson Civic or Community Event. "Civic or Community Event" shall mean an event sponsored by or organized by an association, society or group which includes one or more non-profit organizations, located within the City; Promotion or marketing efforts of non-profit economic development entities which the City participates in, promotes or sponsors; and Public service announcements by City, its boards, commissions or other political subdivision of which the City is a member; Promotion of events held at the Jefferson County Fair Park which promote tourism and/or community interest.

Proposed dates for banner to fly: One week _____ to _____

(extensions granted based on week Second week _____ to _____

Preference and availability) Third week _____ to _____

Size of banner (not to exceed 24"x24') _____ X _____

Lettering shall be at least 4" in height

Banners shall have grommets spaced equally across the top and bottom of the banner at a spacing not to exceed 36" apart. Banners shall be made of no less than 18 lbs. materials and shall have wind slits equally spaced to allow air to pass through. For safety and manpower concerns, banners not meeting these specifications will not be hung.

The over the street banner permit may be terminated by the Jefferson Parks, Recreation and Forestry Department if the health, safety, and welfare of the public appears to be endangered by the quality or condition of said banner, or if said banner is in violation of the regulations adopted by the Common Council.

Applicant shall indemnify, defend and hold the City harmless against and from any liabilities, costs and expenses incurred by City which may in any manner result or arise in the course of, out of the result of negligence of applicant, its agents, successors, assigns, contractors, an employees in connection with the Street Banner.

Message on Banner: _____

I have read and understand the above _____

Signature of Applicant

Date

Fee Paid: _____ Check # _____ Date Paid _____

Date approved by the Director of Parks, Recreation and Forestry _____

**CITY OF JEFFERSON - OVER THE STREET BANNER PERMIT APPLICATION
FOR COMMEMORATIVE, CIVIC, EDUCATIONAL AND ECONOMIC DEVELOPMENT (adopted 8/2014)**

A. Application

- a. All requests for permission to have a banner installed over Main Street at E. Milwaukee Street shall be made to the Director of Parks, Recreation and Forestry on the city application form.
- b. The Director shall review such application. If any application fails to meet any of the requirements of this policy, the Director shall not approve the application and will provide the basis for denial in writing to the applicant.
- c. A fee of \$125 per week and \$75 for a second week if space allows shall accompany the application. If space allows for a 3rd consecutive week, an additional fee of \$25 would be charged. Non-profit organizations will pay \$50 for the first week, \$25 for the second week with a two week maximum.

B. Requirements

- a. Banner placement approval will be restricted to one or more of the following purposes:
 - i. Promotion of a Jefferson Civic or community event. "Civic or Community Event" shall mean an event sponsored by or organized by an association, society or group which includes one or more non-profit organizations within the City;
 - ii. Promotion or marketing efforts of non-profit economic development entities which the City participates in, promotes or sponsors; and
 - iii. Public service announcements by City, its boards, commissions or other political subdivision of which the City is a member.
 - iv. Promotion of events held at the Jefferson County Fair Park which promote tourism and/or community interest.
- b. Applications shall be made on the first working day in January and are accepted on a first come first served basis. Banners shall be displayed a maximum of three (3) weeks.
- c. Banners shall not bear the name or likeness of any alcohol beverage, tobacco product or contain images or sayings which in the opinion of the Director are offensive.
- d. Lettering on banners shall be a minimum of 4" in height and banner shall have a clearance of 17' from the bottom of the banner to top of roadway.
- e. All banners shall be unlighted, shall not exceed 30"x 24' in size and shall be constructed of a material that is weather and wind resistant, with appropriate securing materials and wind slits. Grommets shall be installed no more than every 36" on the banner.
- f. All banners shall comply with all applicable traffic regulations.
- g. The applicant shall sign the attached application which contains liability insurance and hold harmless requirements under which the applicant is required to hold the City harmless for all claims associated with the permission granted.

C. Discretionary Approval Authority:

- a. The City at all times reserves the right to exercise its discretion in implementing this policy based on its consideration of public policy, community health and safety issues.
- b. **Application for Appeal.** The property owner may appeal a decision to deny or revoke the over the street banner permit request to the City Regulatory Committee. All applications for appeal shall be submitted within fifteen (15) calendar days of the notice of denial. The decision rendered by the City Regulatory Committee shall be final and binding.