



REQUESTS TO HANG POLE BANNERS POLICY

OFFICE OF THE MAYOR


POLICY NUMBER: 602.0 **ISSUE DATE:** 1/09/2018 **LAST REVIEW:** 01/09/2018

SCOPE: Public
Public Works & Facilities Department **PAGES:** 3 **LAST REVISION:** 01/09/2018

ATTACHMENTS: Pole Banner License Request Form

REFERENCES: Section 12-4-6(g)(c)(4) of the City Code

ISSUED BY: Ashton J. Hayward III, Mayor

SIGNATURE: 

I. AUTHORITY

Section 12-4-6 (g)(c)(4) of the Code of the City of Pensacola, Florida, requires Mayoral approval for the temporary placement of non-commercial banners over City rights-of-way.

II. PURPOSE

It is the purpose of this policy to establish policies, guidelines and procedures for responding to public requests to hang pole banners in designated areas of the City.

III. POLICY

It is the policy of the Mayor to consider requests for licenses to hang temporary, non-commercial pole banners over City rights-of-way. The fee for pole banner licenses will be set in the annual budget document. The Office of the Mayor reserves the right to approve or decline any request and to modify, edit or otherwise amend the proposed banners to meet its requirements, needs or policy determinations.

IV. STANDARDS

1. Pole banner permits may be issued for banners that promote:
 - a. Public awareness
 - b. Charitable fundraising campaigns
 - c. Non-profit organizations
 - d. Arts and cultural celebrations

2. An organization or individual will only be granted one pole banner license annually.
3. Requests must be made by a City of Pensacola resident or an organization registered in the City of Pensacola.
4. All banners must comply with the provisions in the City Code.
5. Banners may be hung no earlier than two weeks prior to the event being promoted and must be removed within three days of the end of the event.
6. Banners may not be displayed for more than 30 days.
7. Permittee assumes all liability for damage to public or private infrastructure and shall hold the City harmless in the event of any damage or harm to any persons or properties.
8. Due care shall be used by the permittee not to damage public or private infrastructure during the banner installation and removal process.

V. PROCEDURE

1. Each request should be made thirty days prior to the date the banners are to be hung.
2. Requests for a pole banner permit must be made in writing and submitted via email, the City web-portal, hand-delivered, faxed or sent by mail to the Public Works and Facilities Department.
3. In addition to the information required for all administrative licenses to use (LTU's), requests for pole banner licenses must include the following information:
 - a. A brief summary of the event, cause or organization being promoted.
 - b. The exact dates the banners will be displayed.
 - c. A map depicting the exact locations where the banners will be displayed.
 - d. Full color representations of the proposed banners with all dimensions clearly marked.
 - e. The name of the organization or individual, if different than the applicant, which will be responsible for hanging and removing the banners.
4. The license fee shall be paid before the beginning of any administrative process required to grant the request.
5. Applicants whose requests are not approved will be notified of the decision and the reason for the decision.

6. The City Public Works and Facilities Department shall provide the pole banner arms to the permittee.
7. Permittee shall be responsible for installation and removal of the banners and arms.
8. Permittees must address any deficiencies identified by City staff within 24 hours after notification. If the deficiency is not addressed within 24 hours, the City may correct the deficiency or remove the banner at the permittee's expense.

VI. RESPONSIBILITY

The PW&F Department is responsible for the administration and enforcement of this policy. The PW&F Department shall further be responsible for annually reviewing this policy, recommending changes and ensuring that updates are properly recorded.

VII. REVIEW

This policy shall be reviewed annually in the month of November and recommended updates shall be reported to the City Administrator by November 30.