

BROWN COUNTY PUBLIC WORKS DEPARTMENT APPLICATION / PERMIT FOR TEMPORARY BANNER INSTALLATION

Applicants may be municipalities
 OR private entities who must receive endorsement from their respective municipality

Applicant:	Phone Number: ()
Contact Person Name:	Fax Number: ()
Mailing Address:	
Size of Banner: Height: Length:	Cables to Hold Banner in Place: Type: How Many?
Banner is Connected to What Type of Poles: (Explain)	
Wording on Banner:	
Date to be Erected:	Date to be Removed:

County Highway:	City / Village / Town:
Location: (List County Highway, mileage/feet located to nearest cross-street, description of immediate area, and/or attach drawing of banner location, etc.)	

Applicant/Authorized Signature: _____ <p style="text-align: center;"><i>(Signature)</i></p> _____ _____ <p style="text-align: center;"><i>(Name – Please Print)</i> <i>(Title)</i></p>	Above Municipal Endorsement: _____ <p style="text-align: center;"><i>(Signature)</i></p> _____ _____ <p style="text-align: center;"><i>(Name – Please Print)</i> <i>(Title)</i></p>
Please Read Permit Conditions on Next Page Before Signing	

APPLICATION/PERMIT APPROVED

APPLICATION/PERMIT DENIED

Explanation: _____

Signed: *(Public Works Department Authorized Representative)*

 Dale Raisleger, Permit Coordinator

 Date

The purpose of this permit is to provide some definition and guidance in regard to the installation of temporary banners, posters, and flag-like banners. These displays in question are intended to call attention to a special activity or event. The installation of these displays is done by the local municipality, or endorsed by the local municipality. If not locally installed or sponsored, they would be considered encroachments.

APPLICATION CONDITIONS

1. A **General** banner is defined as a flexible, horizontal sign extending with its ropes/cable supports across an entire roadway.
 2. **General** banner lettering shall be at least 4 inches in height and the minimum clearance to the ground shall be 17 feet. The 17 feet shall be maintained by the applicant at **ALL** times.
 3. **General** banner shall not be made of rigid material, and shall have no horizontal stiffeners, except that it may be supported on an overpass.
 4. **General** banners have a maximum length of time for display which is 30 days for events and 90 days for community promotion.
 5. A **Group** banner is defined as something mounted on a pole such as signs whose messages are not related to traffic activities.
 6. **Group** banners maximum length of time for display is 30 days for events and 90 days for community promotion. In special cases the banner can stay up to a year. After a year the applicant shall reapply for a new permit or apply for an extension of the original permit.
 7. **Group** banners are to be spaced a minimum of 140 feet apart.
 8. **Group** banner shall be located a minimum of 1 foot from the back of curb and / or a minimum of 1 foot from back of the road shoulder with a minimum clearance ground to banner shall be 15 feet. This 15 feet shall be maintained by the applicant at **ALL** times.
 9. **Group** banner is a sign, poster made of flag-like flexible material signifying, civic, mottos, emblems, symbol, or decorations on poles including wrapping the poles themselves.
 10. As part of this permit the applicant shall attach a picture of the banners with its size stated along with plans / drawings of the location of the banner(s) with the distances from the centerline, edge of road way and or back of curb to the banner, state the distance between banner and state the approximate footage to the nearest intersection to the start and end of the project also indicating the pole(s) the banner are to go on.
 11. Banners are subject to announcing public events such as parades, celebrations, speeches, concerts, plays, musicals, contests, athletic events, charitable events also including promoting civic spirit, seasonal messages, and community achievements.
 12. Banners shall be removed or replaced when legibility is impaired due to wear or fading.
 13. No banner shall be installed using county-owned supports.
 14. If any banner interferes with traffic, obstructs signs or signals, or is a distraction to the motorized public which causes a safety concern in the judgment of Brown County Public Works Department, the banner is to be removed at the applicant's cost.
 15. No banner shall display commercial advertising or advertise specific commercial products, services or businesses. The inclusion of a brand name within the name of event, such as "Brand X Bike Race" is permissible.
 16. If new supports are installed, the type and lateral offsets shall conform to the requirements of the Brown County Public Works Department. In this case, the applicant shall submit plans of the type of supports (with dimensions & location of the new supports), with distance from centerline of roadway and also edge of road or back-of-curb. The installation shall also comply with the D.O.T. policy on permitted lighting, TGM 11-10-1 and or the MUTCD (Manual for Uniform Traffic Control Devices).
 17. Owner(s) of banners which do not conform to the stated conditions are subject to penalty as provided in s.86.19(3) Wis. Stats.
 18. If traffic flow is interrupted for the installation of this banner(s), the MUTCD (Manual for Uniform Traffic Control Devices) plan must be submitted to, and approved by, the Brown County Public Works Department prior to installing the banner(s).
 19. Applicant/permittee, successors, assigns agree to hold Brown County, its agents, and employees harmless against any action for personal injury or property damage sustained by reason or exercise of this permit.
 20. Applicant is responsible and required to obtain any other permits required for the installation of these banner(s).
 21. Brown County reserves the right to revoke and or nullify any permit(s) for any reason it sees fit.
 22. The applicant shall accept full responsibility for any damage claims resulting from any permitted banner(s).
 23. The Applicant shall secure adequate insurance, not less than \$1,000,000 (One million dollars) to protect against liability exposure related to subject banner(s). As a requirement of this permit, a Certificate of liability Insurance document **must** accompany the Application/Permit in order to be valid.
 24. Other Special Conditions: The following conditions are contingent on this permit: _____
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