

BACKGROUND

On October 28, 2002, the City Commission approved requirements and fees for Special Event advertising (street pole banners.) A Special Event Advertising (Banner) Permit is required for all signs, light pole banners, neighborhood identification banners and other advertising located in public rights-of-way in the City.

WHO MAY APPLY TO PUT UP BANNERS ON CITY STREET POLES?

Eligible banners are used to promote cultural or civic events or activities of general public interest. Events must physically take place within City limits. City produced events and events permitted on public property will receive first priority. All others requests will be scheduled annually via an application process and then on a first-come, first-serve basis. The City retains the discretion to determine street pole banner locations. Eligible banner applicants must fall in one of the following categories:

- Permitted non profit event on City property
- Permitted for profit event on City property
- Non profit event on private property
- For profit event on private property
- Neighborhood Association Identification Banners
- Business District Identification Banners
- University Identification Banners
- Cultural Facility Banners
- Palm Beach County Convention Center- for profit event
- Palm Beach County Convention Center- non profit event

Additional information on banner categories, fees, banner requirements, size and restrictions is located on the Requirements and Fees Chart on page 3 .

LOCATIONS FOR BANNERS

Street banners may be located on City street poles. Street banner requests for street poles located on FDOT (Florida Department of State) roadways must receive FDOT approval in addition to City of West Palm Beach approval.

The City has permanent street pole hardware on Flagler Drive and Clematis Street as indicated below:

- Flagler Drive from Lakeview Ave. to Palm Beach Lakes Blvd.- 60 double poles, banner size 30" X 94"
- Clematis Street from Flagler Dr. through the 500 block- 57 single poles, banner size 30" X 60"

Banner applicants may use a signage contractor to install banners on City banner hardware or pay the overtime rate for City personnel to install banners on Clematis Street and Flagler Drive.

The following are commonly requested, additional locations for street pole banners. These locations do not have permanent banner hardware. Installation of temporary banner hardware and banners must be accomplished by the applicant's signage contractor. Locations indicated with an asterisk must also receive FDOT approval (please see "Process" section for more information):

- * Okeechobee Boulevard from Australian Ave. to Flagler Drive- 35 poles
- Lakeview Avenue from Flagler Dr. to Quadrille – 5 poles
- * Olive Avenue from Okeechobee Blvd. to 3rd Street- 18 poles
- * Dixie Highway from 3rd Street to Okeechobee Blvd.- 18 poles
- Quadrille Boulevard from 3rd Street to Okeechobee Blvd.- 22 poles

Neighborhood, business district and other location requests will be considered upon application.

APPLICATION PROCESS:

1. **BANNER CALENDAR PERIOD:** This application has been sent to all events permitted on City property, Neighborhood Associations, past banner applicants for requests to hang banners between April 2003 and December 2004. Applications received by deadline will be reviewed and scheduled for date and location by the Community Events Staff. Every effort will be made to satisfy applicants' request; decisions made by the Community Events Office are final. The deadline for the April 2003 through December 2004 process is February 5, 2003. All applicants will be notified of the result of their requests by February 14, 2003.
2. **FOR BANNER REQUESTS AFTER FEBRUARY 5, 2003:** Fill out the included Banner Application at least 60 days prior to the special event or the date of installation of a neighborhood identification, business district or cultural facility banner. Be sure to indicate banner location preference. Banner applications will be reviewed on a first-come, first-serve basis.
3. **FOR ALL APPLICANTS BE SURE TO:**
 - Attach an 8 ½" X 11" full color layout of the banner with the application. Applications will not be reviewed without the sketch. Be sure to check Basic Restrictions section of the Requirements and Fees Chart.
 - Attach a non-refundable application fee check, made out to the City of West Palm Beach, for \$50.
 - Submit the application and application fee to the City of West Palm Beach Community Events Division, Dusty Ann Williams, Event Specialist, at 100 South Dixie Highway or P.O. Box 3366, West Palm Beach, FL 33402. The Community Events Division's phone number is 659-8007.
4. **UPON NOTIFICATION OF APPROVAL:** Applicant will be requested to provide a check or money order for any "per pole" fees (see Requirements and Fees Chart), a 1 million dollar general liability insurance policy listing the City as an additional insured, and a \$1,000 refundable security deposit. Permitted events on public property applying for banners may include in their insurance policy for their event and may utilize their event security deposit to cover banner security deposit. All fees, insurance and security deposits will be due payable within two weeks after notification of approval to confirm banner request. Applicant must send the Community Events Division a letter stating that all banners have been removed to receive back the security deposit.
5. **BANNER REQUESTS FOR STREET POLES ON FDOT STREETS:** Must obtain FDOT approval before finalization of the banner process. Upon City approval, applicant must complete the FDOT's Request for Temporary Closing/Special Use of State Road form (included in the application booklet.) The Community Events Mgr. will sign off on the completed form. Banner applicant then send the completed form to FDOT at 7900 Forest Hill Blvd., WPB, FL 33413-3342, phone: (561) 432-4966.
6. Applicant must make own arrangements for the design and production of banners. Fees do not include design, production or installation of banners. City workers can install banners on existing permanent banner hardware on Clematis Street and Flagler Drive; an overtime charge will be assessed. Applicant must make arrangements for an outside contractor to install temporary banner hardware on other locations and may elect to use an outside contractor for installation on the City's permanent hardware.

City of West Palm Beach Street Pole Advertisements

REQUIREMENTS & FEES CHART

Classification	Fees	Requirements	Banner Size	Restrictions
	<p>BASIC FEES:</p> <ul style="list-style-type: none"> • \$50 non refundable application fee • Installation charges if applicable • 1 million dollar general liability insurance policy listing the City as an additional insured. • \$1,000 refundable security deposit 	<p>BASIC REQUIREMENTS:</p> <p>Eligible banners are used to promote cultural or civic events or activities of general public interest. Events must physically take place within City limits.</p> <p>City produced events and events permitted on public property will receive first priority. All others will be permitted on a first-come, first-serve basis. The City retains the discretion to determine street pole banner locations.</p>	<p>BASIC BANNER SIZE/DURATION INFORMATION:</p> <p>Size depends on location. 9.25 ounce acrylic marine canvas or its equivalent, 13oz. or greater vinyl material or equivalent with wind holes if necessary. Banners must be printed on both sides. Grommets and sleeves must be specified as part of the banner design.</p> <p>Applications must be filed at least 60 days prior to the event date or date of installation if identification banner.</p> <p>If an event, banners shall not be placed prior to 14 days before the event date and must be taken down within 5 days after the last day of the event.</p>	<p>BASIC RESTRICTIONS:</p> <p>Banners cannot be political or religious in subject matter and cannot be used for advertising a specific product or corporate entity.</p> <p>Corporate sponsorship identity may not exceed an area of one square foot or 20% of the banner surface area, whichever is smaller. The symbol/logo should be placed in the lower left or right hand corner of the banner or along the bottom of the banner if multiple sponsors are included.</p>
Permitted non profit event on City property	Basic fees.	Basic requirements.	Basic banner size information.	Basic restrictions.
Permitted for profit event on City property	Basic fees plus a per pole fee of \$50.	Basic requirements	Basic banner size information	Basic restrictions.
Non profit event on private property	Basic fees plus a per pole fee of \$10.	Basic requirements.	Basic banner size information.	Basic restrictions.

Classification	Fees	Requirements	Banner Size	Restrictions
For profit event on private property	Basic fees plus a per pole fee of \$50.	Basic requirements.	Basic banner size information.	Basic restrictions.
Neighborhood Association Identification Banners	Basic fees.	Banners will reinforce the identity of an established neighborhood.	Basic banner size information plus banners must be located on residential streets in the applicant's neighborhood. Applicant must apply annually or earlier if the condition of the banners warrant.	Basic restrictions.
Business District Identification Banners	Basic fees plus a per pole fee of \$50.	Banners will reinforce the identity of the business district as a whole. Banners may not be for individual businesses within the business district.	Basic banner size information plus banners must be located on street poles within the business district. Applicant must apply annually or earlier if the condition of the banners warrant.	Basic restrictions.
University Identification Banners	Basic fees plus a per pole fee of \$10.	Banners will reinforce the identity of the university.	Basic banner size information plus banners must be located on street poles adjacent to university property. Applicant must apply annually or earlier if the condition of the banners warrant.	Basic restrictions.

Classification	Fees	Requirements	Banner Size	Restrictions
Cultural Facility Banners	Basic fees plus a per pole fee of \$10.	Banners will reinforce the identity of non profit museums, performing art facilities and other non profit cultural facilities located within city limits.	Basic banner size information plus banners must be located on street poles adjacent to cultural facility.	Basic restrictions.
PB County Convention Center Banners- for profit events	Basic fees plus a per pole fee of \$25	Basic Requirements	Basic Banner Size information	Basic Restrictions.
PB County Convention Center Banners- non profit events	Basic fees plus a per pole fee of \$10	Basic Requirements	Basic Banner Size information.	Basic Restrictions.

STREET POLE BANNER APPLICATION

Name of organization: _____

Name of event (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone # _____ Cell Phone# _____

Email: _____

Please indicate your banner category, applicants must fall in one of the following categories:

- _____ Permitted non profit event on City property
- _____ Permitted for profit event on City property
- _____ Non profit event on private property
- _____ For profit event on private property
- _____ Neighborhood Association Identification Banner
- _____ Business District Identification Banner
- _____ University Identification Banner
- _____ Cultural facility banner
- _____ Palm Beach County Convention Center for profit event
- _____ Palm Beach County Convention Center non profit event

Banner Location Request:

_____ Flagler Drive, 60 poles with permanent double banner hardware available, banner size 30" X 94"

of poles requested: _____

Request City workers to install for an overtime fee?

Yes _____ No _____

_____ Clematis Street, 57 poles with permanent, single banner hardware available # of poles requested: _____

Request City workers to install for an overtime fee:

Yes _____ No _____

- _____ Okeechobee Blvd. from Australian Ave. to Flagler Dr., 35 poles available # of poles requested: _____
- _____ Lakeview Ave. from Flagler Dr. to Quadrille, 5 poles available # of poles requested: _____
- _____ Olive Ave. from Okeechobee Blvd. to 3rd St., 18 poles available # of poles requested: _____
- _____ Dixie Hwy. from 3rd St. to Okeechobee Blvd., 18 poles available # of poles requested: _____
- _____ Quadrille Blvd. from 3rd St. to Okeechobee Blvd., 22 poles available # of poles requested: _____

Request for locations not listed above and number of poles:

Banner Date Request: Event banners may be installed for 14 days. Please indicate below your requested dates of installation. Neighborhood, cultural facility, university, and business district banners may be installed on an annual basis.

DATE FOR BANNER INSTALLATION: _____

DATE FOR BANNER REMOVAL: _____

Outside Contractor installing your banners?

Name of Company: _____

Contact Name: _____

Address: _____

City: _____ Zip: _____

Phone #: _____

Cell Phone #: _____

Email: _____

Please remember to enclose a check or money order to the City of West Palm Beach in the amount of \$50 for the non-refundable banner application fee.