

# CITY OF LAKE GENEVA

## STREET BANNER DISPLAY APPLICATION

PLEASE FILL IN ALL BLANKS COMPLETELY.  
A FEE OF \$1.00 PER BANNER PER DAY SHALL BE PAID, IN ADVANCE,  
FOR THE HANGING AND REMOVAL OF BANNERS BY CITY  
PERSONNEL.

### BANNER INFORMATION

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Number of Banners to be displayed: \_\_\_\_\_

Dates for Banners to be displayed: \_\_\_\_\_

Preferred Location (if available): \_\_\_\_\_

Special Notes or Requests: \_\_\_\_\_

Are the Banners to be displayed new, or have they been previously displayed?

NEW

PREVIOUSLY DISPLAYED

If the Banners to be displayed are new, a sketch must be submitted prior to production.  
One copy of the Banner should be submitted for approval.

**Total Fee:** Number of Banners \_\_\_\_\_ X Number of Days \_\_\_\_\_ = \$ \_\_\_\_\_

(Total fee is based on \$1.00 per banner for each day it is displayed)



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Sec. 62-251 STREET BANNERS

- (1) Overhead street banners extending across any public right-of-way within the City are prohibited.
- (2) Banners may be placed on all City-owned banner poles within the City under the following conditions:
  - a. Approval for the placement of banners shall be granted by the City Administrator. For new banners, sketches of the proposed banner shall be submitted to the Administrator for approval prior to banner production. For existing banners, one copy of the banner must be submitted to the Administrator for approval.
  - b. Approval will be granted only for a banner which has as its sole purpose the advertisement or promotion of a facility, function or activity which, in the opinion of the Administrator, is directed to the general public interest
  - c. Permission for flying banners will be granted for a period of two weeks. In the case of date-sensitive banners, banners will be removed just after the event has occurred or at the end of the two week authorized period, whichever occurs first. If no other applications have been approved for the two-week time period following the expiration of the two-week period, the party may apply for a two-week extension for banner flying.
  - d. Banners are to be of professional quality, aesthetically pleasing, in good condition, and suitable for public viewing.
  - e. Banner size, to fit the banner poles, must be approximately 67 x 30 1/2 inches.
  - f. City Street Department personnel will be responsible for installation and removal of all banners approved for flying. The City Street Department is not responsible for the storing of banners after removal. Upon removal, banners must be retrieved by their owners at the City Street Department at 1065 Carey Street, Lake Geneva, Wisconsin within 5 business days. Banners not retrieved within this time period are subject to disposal by the City Street Department. No City employee nor anyone acting on the part of the City will be responsible for any damage that might occur to banners. Banner owners are responsible for maintenance and storage of their banners.
  - g. A fee of \$20.00 per banner shall be paid, in advance, for the hanging and removing of banners by City personnel.
- (3) Issuance or Denial of Permit
  - (a) Applicant shall submit a completed application form along with the full fee as stated on the banner application, with a sketch of the proposed banner to the City Administrator for consideration.
  - (b) Within 15 days the applicant will be notified of the City Administrator's decision.
  - (c) If the application is not approved, a refund check, less the application processing fee as stated on the application, will be mailed to the applicant.