

# City of Rhinelander



## BANNER/SIGN POLICY

**Special Notes: City of Rhinelander reserves the right to amend this manual at any time subject only to approval by appropriate committees and the Common Council.**

### Section 1. General Requirements.

Definition of a Banner/Sign – means any banner/sign or advertising intended to be hung either with or without frames, possessing characters, letters, illustrations or ornamentations applied to paper, plastic, fabric, canvas, sailcloth, plastic or similar flexible waterproof material of any kind; that is placed in any parks, streets, right of ways, and/or any City owned property.

1. Banners/sign in public right-of-way and/or on publicly owned facilities are only allowed in three instances:
  - a. Allowed only in the downtown area with notification to Downtown Rhinelander Inc. (DRI);
  - b. City owned parks; and
  - c. Special Events held within other locations than City owned property.
2. All banners/signs will be given permits on a first come, first serve basis, provided they meet the following guidelines:
  - Applications must be submitted a minimum of 60 days prior to the display period or planned placement; and
  - Placement may place a maximum of two (2) weeks prior to the event and MUST be removed within 24 hours of the end of the event.
3. City events will take precedence and no permits will be issued during times when the City has events.
4. This policy shall not apply to on premise business banners/signs on privately owned facilities; this is covered under Chapter 5.07 and must be applied and approved from the City of Rhinelander Inspection Department, 135 South Stevens Street, Rhinelander, 715-365-8600.
5. Banners/signs shall not have a commercial message nor contain a commercial logo, except as provided herein:
  - Recognition of event sponsorship shall not use more than 25% of the banner/sign area; this includes alcohol (brands, types or companies). Cigarette brands, types or companies are PROHIBITED.
  - Banners/signs must be done in a professional manner as approved for installation.
  - NO profanity of any kind, including pictures, words or gesture type allowed.
  - All baseball diamond events are exempt from this policy.

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### Section 2. Banners/Signs within City Parks and City owned property.

1. Installation of banners/signs or announcements of any kind, must be approved by the Parks, Buildings and Grounds Director (a minimum of 60 days prior to the planned banner/sign placement date).

2. Installation of banners/signs without permit issuance will be removed immediately and potential denial for any and all future requests.

2. The Parks, Buildings and Grounds Director will accept and approve applications, along with the appropriate departments involved, subject to the terms of this policy. Appeal of any permits denied by the Parks, Buildings and Grounds Director will be brought to the Parks, Buildings and Grounds Committee for further action at your request.

3. If banners/signs are not properly maintained, the City, through the Parks, Buildings and Grounds Department, **WILL** remove damaged banners as necessary; this will be noted for all future banner requests and approvals.

#### 4. Additional requirements:

a. All banners/signs shall be a maximum of 38 inches wide by 96 inches long (4'x8') to be displayed at the approved location.

b. Banners/signs must be securely attached as outlined in your approved banner submittal. No extra hardware or fasteners are permitted.

c. Banners/signs shall be made of a durable material so as to resist fading and tearing with no metal components that could damage fences, etc. Any repairs or replacement of banners shall be the sole responsibility of the Permittee. Any damage to City property shall be the sole responsibility of the Permittee.

d. Banners/signs may contain a small recognition of sponsorship message or logo, subject to the following conditions:

- The recognition message or logo shall be contained within an area not to exceed 25% of the entire banner/sign size.
- A banner/sign recognition of sponsorship is defined as a business or organization that provides funding for a banner.