



**CITY OF MILWAUKEE DEPARTMENT OF PUBLIC WORKS  
Application for Vertical Banner Display Permit**

**Vertical Banner Display Requirements**

All banners and their placement are subject to approval of the Commissioner of Public Works. The City reserves the right to order immediate removal of any banner in a state of disrepair.

Vertical hanging banners may not be displayed on aluminum street lighting poles or poles holding traffic signals or overhead electrical utility lines. The bottom of the banner must hang at least 18 feet above a public street and at least 14 feet above a public walkway. It is recommended that banners not exceed 15 square feet. Banners must be perforated to allow airflow. Banners may not disrupt or block light distribution from streetlights nor hamper their maintenance.

Banners are permitted on harp poles only if the following conditions are met: Banners are to be on the sidewalk side of the pole only no less than 10 feet above the sidewalk; Banner mounting brackets shall be banded to the poles with stainless steel banding materials (there shall be no drilling, tapping, etc. of the street lighting poles and the brackets shall be made of stainless steel or a nonferrous material); No banner shall be attached to a pole with a traffic signal or stop sign or overhead electrical wires connected to the pole; A banner size of no larger than 18" x 36" is optimal.

Banners may not advertise or promote commercial products or services, individuals, religious, political or social viewpoints. Banners may not promote or advertise gambling. Applicant or sponsor's name, logo or slogan may occupy no more than the lower 10% of the banner.

Banners must be installed and maintained by qualified trades personnel and are the responsibility of the permittee. The City shall not be held liable for any personal injury, damage or cost in connection with installation or display of the banners and hardware. Permittee must remove hardware on expiration of approved display period.

The fee is \$15.00 per pole for use of the pole for up to a one-year period. Fees must be received by the Department's Special Events Office before installation of banners.

***The application must include a scale drawing or photo of the banner design and include banner dimensions. Please submit your application at least one month prior to the installation date.***

**Name of Organization** \_\_\_\_\_

**Address** \_\_\_\_\_

**Representative** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Reason for display and message on banner** \_\_\_\_\_

**We would like to install banners by (date)** \_\_\_\_\_ **and will remove on** \_\_\_\_\_

**Banners will be installed by (company name)** \_\_\_\_\_

**Contact name and phone number** \_\_\_\_\_

**Location and pole numbers** (describe location of poles by street name and pole number, e.g., "the north side of E. Wisconsin Ave. between N. Jackson Street and N. Jefferson Street, pole numbers 101, 102")

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I have read the banner requirements above and agree to abide by them. \_\_\_\_\_ (Signature and Date)

**RETURN TO:** Special Event Permit Office, Department of Public Works  
841 North Broadway, Room 516  
Milwaukee, WI 53202 Fax: 286-3953 Phone: 286-3329

DPW Approval \_\_\_\_\_ Date \_\_\_\_\_

**Supplemental Policy**  
**DPW-Special Event Permit Office**  
**Vertical banners, street pole decorations, and cross-street banners**

As stated on the application for Vertical Banner Display Permit, “All decorations and their placements are subject to the approval of the Commissioner of Public Works.” The Commissioner has determined that in an effort to address the increase in applications for banners on City street poles, and a growing visual clutter, only location-specific and event-specific decorations will be approved.

By “location-specific” and “event-specific” we mean poles adjacent to an applicant’s property or at locations connected to a specific event sponsored by the permittee, for a span of time associated with the length of an event. An example of this: flags would be permitted along a parade route, during the week of a specific parade, barring any pre-existing permit for use of the poles in question.

The Commissioner has the ability to approve broad permits for bodies whose activities cover a long span of time and a variety of events, as long as those bodies meet all other criteria established by the Special Event Permit Office and presented on the application form. An example of broad permits would be those written for World Festivals, Inc., for its annual installation and maintenance of flags/banners on major downtown arterials from June through October (the festival season), representing all activities on the Summerfest grounds. An additional example is the permit written for the Greater Milwaukee Convention and Visitors’ Bureau, covering a year, and allowing use of poles around the convention center.