

1 **City Commission Policy 704**

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3 **Banners for City-Sponsored Events and Sense of Place Recognitions**  
4 **Located Within Public Rights-of-Way or Other City Owned Property**

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6 DEPARTMENT: Growth Management

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8 DATE ADOPTED: February 26, 2003

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10 DATE OF LAST REVISION: September 22, 2014

11 **704.01 Authority:** City Code of Ordinances, Sec. 7-32.

12 **704.02 Scope and Applicability:** This policy covers banners to be placed in the public rights-of-way or  
13 other City-owned property for City-sponsored events, or sense of place recognitions as defined in Sec. 7-  
14 32 of the City Code of Ordinances by individuals or groups other than by federal, state, county or  
15 municipal government.

16 **704.03 Policy Statement:** Banners allowed to be located in the public rights-of-way or other City-  
17 owned property per Sec. 7-32, City Code of Ordinances must be reviewed and approved by the City  
18 Manager or his/her designee. The guidelines in this policy shall be used as a basis for approval of such  
19 banners.

20 **704.04 Guidelines:**

21 **704.04.01 Time Limits:** The request for approval must be received for review a minimum of 20 working  
22 days prior to the date the proposed banners are to be placed. With the exception of sense of place  
23 recognitions, the banners shall not be installed more than 14 business days prior to the event for which the  
24 banner is being placed, and shall be removed within 5 business days after the end of the event unless  
25 specifically allowed otherwise. The City Manager or his/her designee shall specify the time limitations for  
26 sense of place recognitions.

27 **704.04.02 Size Limitations:** Banners requested to be mounted on utility poles (but not suspended across  
28 a street, avenue, or thoroughfare) shall be a maximum of 15 square feet in area, with no dimension greater  
29 than 5 feet. Such banners must be approved by the Electric Department.

30 Street banners that will be suspended across any street, avenue or thoroughfare shall be of a length not to  
31 exceed 60 percent of pavement width over which it is suspended. The height of the banner shall not  
32 exceed 4 feet. The minimum clearance from the bottom of the banner to the street surface shall be 18 feet.

33 **704.04.03 Durability:** The material and composition of the banner shall be such that the banner will not  
34 deteriorate and will remain in place for the time period for which it is approved. The approving authority  
35 may require documentation demonstrating the durability of the banner.

36 **704.04.04 Installation:** The installation of banners shall be done in such a manner as to not block  
37 pedestrian or vehicular traffic during either the placement or removal of the banners. All installations on  
38 electric utility poles or equipment shall be installed by a contractor approved by the Electric Department  
39 or pursuant to an agreement with the Electric Department, in which the applicant shall pay the cost of  
40 installation.

1 **704.04.05 Content:** The banners shall contain informational language about the event or a recognition  
2 of a sense of place or community only and shall be laid out in such a manner as to allow the message to  
3 be read without causing traffic issues. The banner must have a City of Tallahassee logo and lead sponsor  
4 logo as part of the banner.

5 **704.05 Applications:** Application forms for banners under this policy shall be approved by the Building  
6 Official. Applications shall be submitted on the approved forms to the Building Official, who shall review  
7 the applications and make recommendations to the City Manager, or his/her designee.

8 **704.06 Banners on Rights-of-Way Not Owned by the City:** Requests for banners on public rights-of-  
9 way owned by public entities other than the City must be approved by the public entity with jurisdiction  
10 over the right-of-way as well as by the City under this policy.

11 **704.07 Exceptions:** Exceptions to these guidelines may be granted by the City Manager or his/her  
12 designee in specific cases when the applicant demonstrates in writing the need for an exception and  
13 demonstrates that the exception will not create vehicular, pedestrian, or other safety issues.

14 **704.08 Administration:** This policy will be administered by the City Manager or his/her designee  
15 (Communications Department effective 2/26/03).