



**APPLICATION FOR CROSS STREET BANNER PERMIT**

Cross street banners shall be no less than 18 feet above a public street and no less than 14 feet above a public walkway. Banners must be perforated to allow airflow and may not disrupt or block light distribution from street lights. Banners may not be connected to any city street poles. The banner must identify an event taking place at or near the banner

display. 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 10 square feet or 10% of the banner, whichever is less. Banners are subject to approval of the Commissioner of Public Works and the Common Council member in whose district the banner is to be displayed. Banners must be installed by a recognized organization that will attest to the fitness of the banner and hardware. The City shall not be held liable for any personal injury, damage or cost in connection with the display of banners. The City reserves the right to order immediate removal of banners in a state of disrepair. The fee for cross street banners is \$30. In addition, the banner may not be installed more than one week prior to the event and must be removed the day after the event. Please submit your application at least one month prior to the installation date. *These guidelines apply to temporary banners hung from city bridges.*

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

Address \_\_\_\_\_

Representative \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

**Please attach a scale drawing (or photo) of banner design AND provide banner dimensions.**

Banners will be installed on (date) \_\_\_\_\_ and removed on \_\_\_\_\_

Date of Event \_\_\_\_\_

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

Installer contact name and phone number \_\_\_\_\_

Location (describe location of the banner and structures on which it will be connected, e.g., "banner will be attached to a cherry-picker on the southeast corner of North 4<sup>th</sup> Street at West State Street, and from a second cherry-picker on the northeast corner of North 4<sup>th</sup> Street at West State Street")

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

Please return to: Special Event Permit Office, Department of Public Works  
841 North Broadway, Room 501  
Milwaukee, WI 53202 Fax: 414-286-3953

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

Aldermanic Approval \_\_\_\_\_ Date \_\_\_\_\_