

Office of the City Engineer

John C. Rooney, P.E.
Commissioner of Public Works/
City Engineer



City Hall
730 Washington Avenue
Racine, WI 53403
262.636.9191
Fax: 262.636.9545

Policy on the Installation of Privately-Owned Signs on City-Owned Street Light Poles

This policy shall cover the installation of privately owned signs, both permanent and temporary, on all City-owned street light poles in conformity with the conditions and restrictions set forth in Section 66.0425 of the Wisconsin Statutes and the criteria outlined below.

The following criteria shall apply to all privately-owned signs:

1. The maximum surface area of the signs shall be 6 square feet with a maximum dimension of 36 inch height by 24 inch width.
2. Signs shall be constructed of aluminum material, .080 to .100 inches thick.
3. Mounting brackets shall be approved by the City Engineer, and shall use $\frac{3}{4}$ " x .020 stainless steel banding.
4. Signs shall be installed centered on a streetlight pole at a maximum height of 12 feet or a minimum height of 7 feet above the crown of the roadway.
5. The purchase, installation, maintenance and removal of the signs (including all mounting hardware) shall be the responsibility of the sponsoring party.
6. In the event of improper interpretive sign installation or damage to the sign or its supports, within 48 hours after notification by the City, the sign shall be removed or repaired by the sponsoring party, except in emergency situations the City may require immediate re-installation, removal or repair. If re-installation, removal or repair is not done as required, the City may correct the problem and bill the responsible party or deduct said amount from the deposit, where applicable.
7. Signs shall be installed only on poles at locations approved by the City Engineer. A sign location may be rejected due to a conflict with a traffic control device, due to an inadequate support for the proposed load of the sign or for situations that pose a safety hazard to the public.
8. The sponsor shall provide a hold harmless agreement to the City.
9. Proof of general liability insurance in the minimum amount of \$350,000 per person/per occurrence shall be provided to the City.

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Policy Installation of Privately-Owned Sign
On City-Owned Street Light Poles (cont'd)

10. Signs shall not contain any content that:

- a. May be reasonably interpreted to be offensive to any religious, ethnic, racial or political group or candidate.
- b. May be reasonably interpreted as condoning any type of criminal act or which may be considered as derogatory toward any aspect of the law enforcement profession.
- c. Portrays any acts of violence, murder, sedition, terror, vandalism or other offense.
- d. Appears to defame a person, product or institution.
- e. Depicts nudity or partial nudity that would be considered obscene under local community standards, or offensive or pornographic.
- f. Promotes or advertises the use of tobacco, alcohol or illegal drugs.

Permanent Signs

1. Permanent signs are defined as signs to be installed for a period longer than one month.
2. Permanent signs are intended to promote a recognized business association, neighborhood association, government institution or school of high learning or be of a decorative nature (i.e. seasonal, promotion a holiday, etc.).
3. Permanent signs shall not be utilized for the purpose of advertising a commercial product, individual or business.

Temporary Signs

1. Temporary signs are defined as signs to be installed for a maximum time period of 30 days.
2. Temporary signs are intended to promote a local cultural event that is open to the public.
3. Temporary signs may not be placed sooner than 30 days prior to the event.

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4. Temporary signs may be placed only in the district in which the event is held. The district association, if any, shall review and recommend approval or disapproval of the content and location of the signs.
5. The area of the sign for sponsors shall not exceed 15% of the total sign area. Interpretive signs shall not contain commercial logos, trademarks, etc.
6. A deposit of \$15 per temporary sign and \$30 per permanent sign shall be paid to the City upon application for the permit. The deposit shall be made with the Engineering Department.
7. Signs shall not cause damage to street light poles. Any paint damage to light pole shall be repaired immediately by sponsor upon removal of sign in a paint match color approved by the City of Racine.
8. The permittee shall remove the signs upon expiration of the 30-day maximum period or within 5 days after the end of the event, whichever is lesser. In the event the signs are not removed in this time period, the deposit will be forfeited.
9. Application for privately-owned signs shall be made on the appropriate application form as provided by the Office of the City Engineer, Room 304, City Hall, 730 Washington Avenue, Racine, WI 53403.
10. Completed applications are subject to approval by the Common Council and should be sent to:

Public Works and Services Committee
Attn: Commissioner of Public Works, Room 304
730 Washington Avenue
Racine, WI 53403

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Application for Installation of Privately-Owned Signs on Street Light Poles

To: Public Works and Services Committee
730 Washington Avenue
Racine, WI 53403

Organization: _____

Contact Name/Position: _____

Address: _____

Telephone Number: _____ Fax Number: _____

Reason for Request: _____

Date of Event (if applicable): _____

Proposed Location of Interpretive Sign: _____

Temporary Signs

Quantity of **Temporary** Signs: _____ Deposit Required (Quantity x \$15.00)

Deposit Amount: _____

Time Period of Signs: From _____ to _____

Permanent Signs

Quantity of **Permanent** Signs: _____ Deposit Required (Quantity x \$30.00)

Deposit Amount: _____

Time Period of Signs: From _____ to _____

A sketch or drawing, including dimensions, is required as part of this application.

The undersigned hereby makes application for the installation of privately-owned signs as outlined on this form. I hereby acknowledge that I have reviewed and agree with the terms and conditions as outlined in the City of Racine's Policy on the Installation of Privately-Owned Signs on City-Owned Street Light Poles.

Signature of Applicant

Date