



# Special Event Banner Policy

Planning & CRA Department  
 401 Park Avenue South  
 Winter Park, FL 32789  
 (P) 407-643-1657  
 (F) 407-643-1659  
[www.cityofwinterpark.org](http://www.cityofwinterpark.org)

The City of Winter Park established the Special Event Banner Program to enhance the City’s visual appearance and sense of vitality through the use of specially located banner poles. These banners may be used by organizations and groups wishing to publicize community event and activities deemed appropriate by the City.

## ELIGIBLE ACTIVITIES

Applications will only be allowed for City events, not-for-profit community events, and significant events. Significant events are considered to be any event that may bring more than 2,000 individuals to the area. Eligible events must promote the culture, history, health, safety, or general welfare of the City of Winter Park. For Profit businesses that are at least 75 years in age and have demonstrated community value may also participate in the program.

## APPLICATION PROCESS

All applications must be submitted to the Economic Development/CRA Department for approval. The department will reserve the dates only after an **application** has been accepted. Applications shall be submitted at least 45 days in advance of the requested installation date and must be accompanied by a full detail of the proposed display, including a drawing of each separate banner design. **The applicant should NOT commence banner creation until receiving design approval from the Economic Development/CRA Department.** Banners will not be permitted for more than 30 days and will be removed within 5 business days after approved display end date. If approved, applicant must deliver banners to the City Hall main lobby no later than one week prior to install date. Applicants must retrieve their banners within 5 business days after removal.

## DESIGN GUIDELINES

Banners must be made from non-combustible material that will not shred and that is weatherproof. We recommend strong colorful graphics, concise wording that can be easily read by motorists and pedestrians. All banner designs are to be approved prior to production by the City’s Economic Development/CRA Director or their designee. Event logo may be posted on the banners. Additional logos are subject to approval. Banners shall not contain any commercial or outside sponsorships, election advertising, or tobacco or alcohol advertising. City will not install banners which fail to comply with the design guidelines or which have not been made in accordance with design specifications.

## FEES

Applicant’s total payment will be based according to the selected pole locations. Fees are based on the City’s cost for installation and removal of banners. Banner locations are divided by streets and area. All fees are due with submittal of the application. Dates will be booked at the time application and fees are received by the City. No dates will be reserved in advance of payment. For Profit banners installed in celebration of 75+ years in business can be funded through this program

<b>North Park Avenue</b> .....	<b>\$510.00</b>	(Morse Blvd. to Webster Ave., 17 poles)
<b>South Park Avenue</b> .....	<b>\$480.00</b>	(Fairbanks Ave. to Morse Blvd, 16 poles)
<b>East Morse Boulevard</b> .....	<b>\$600.00</b>	(Pennsylvania Ave. to Interlachen Ave., 10 double-sided poles)
<b>West Morse Boulevard</b> .....	<b>\$660.00</b>	(US 17-92 to Pennsylvania Ave., 11 double-sided poles)
<b>New England Avenue</b> .....	<b>\$480.00</b>	(New York Ave. to Hannibal Square West, 16 poles)
<b>Pennsylvania Avenue</b> .....	<b>\$780.00</b>	(Lyman Ave. to Israel Simpson Court, 26 poles)
<b>North Orange Avenue</b> .....	<b>\$600.00</b>	(Fairbanks Ave. to Minnesota Ave, 20 poles)
<b>South Orange Avenue</b> .....	<b>\$600.00</b>	(Denning Dr. to US 17-92, 20 poles)
<b>East Fairbanks #1</b> .....	<b>\$690.00</b>	(Pennsylvania Ave. to Park Ave., 23 poles)
<b>East Fairbanks #2</b> .....	<b>\$510.00</b>	(Park Ave. to Ollie Ave., 17 poles)

## BANNER POLE LOCATIONS AND SPECIFICATIONS

The City has permanent street banner pole hardware available at the following locations. **Please refer to the “Banner Pole Sizes” for complete measurements:**

**East Morse Boulevard** 10 double-arm poles (20 banners total)

**West Morse Boulevard** 11 double-arm poles (22 banners total)

Total flat banner size: 23 1/8” x 51”

Image area: 23 1/8” x 44.5”

**North Park Avenue** 17 single-arm poles

**South Park Avenue** 16 single-arm poles

Total flat banner size: 20” x 38”

Image area: 20” x 32.5”

**New England Avenue** 16 single-arm poles

Total flat banner size: 20” x 38”

Image area: 20” x 32.5”

**Pennsylvania Avenue** 26 single-arm poles

Total flat banner size: 20” x 38”

Image area: 20” x 32.5”

**North Orange Avenue** 20 single-arm poles

**South Orange Avenue** 20 single-arm poles

Total flat banner size: 20” x 38”

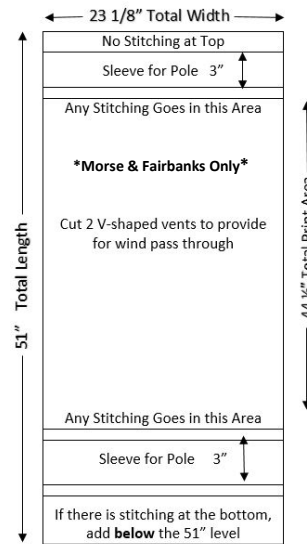
Image area: 20” x 32.5”

**Fairbanks Avenue #1** 23 single-arm poles

**Fairbanks Avenue #2** 17 single-arm poles

Total flat banner size: 23 1/8” x 51”

Image area: 23 1/8” x 44.5”



## AVAILABILITY

The Economic Development Department is the initial contact for Special Event Banner Policy. The department will keep a calendar of scheduled installations and their locations. The Economic Development Department Manager will review banner applications when submitted. Banner applicants will be approved on a “first come, first serve” basis. City events and applicants submitting for regularly scheduled annual events will have first priority.

## LIABILITY

The applicant must acknowledge and accept full responsibility for public risk. The City, or any division of the City, shall not be held responsible for any damage to the banners due to installation, removal, or storage.

Guidelines and application are available online at [cityofwinterpark.org](http://cityofwinterpark.org) > Departments > Economic Development/CRA Department or by calling 407-643-1657

**Submit applications to:** Economic Development/CRA Department  
 Attention: Special Event Banner Program  
 401 S. Park Avenue  
 Winter Park, FL 32789



Economic Development Department  
401 Park Avenue South  
Winter Park, FL 32789  
Phone: 407-643-1657  
Fax: 407-643-1659  
www.cityofwinterpark.org

# Special Event Banner Application

Organization Name:

Contact Person:

Address:

City, State, Zip Code:

Phone:  Fax:  Email:

Event Name:  Event Date(s):

Dates Requested for Banners:  to

Describe the type of event:

Banner Location:

- |                                                |           |                                                |           |
|------------------------------------------------|-----------|------------------------------------------------|-----------|
| <input type="radio"/> North Park Avenue        | \$ 510.00 | <input type="radio"/> New England Avenue       | \$ 480.00 |
| <input type="radio"/> South Park Avenue        | \$ 480.00 | <input type="radio"/> Pennsylvania Avenue      | \$ 780.00 |
| <input type="radio"/> East Morse Boulevard     | \$ 600.00 | <input type="radio"/> North Orange Avenue      | \$ 600.00 |
| <input type="radio"/> West Morse Boulevard     | \$ 660.00 | <input type="radio"/> South Orange Avenue      | \$ 600.00 |
| <input type="radio"/> East Fairbanks Avenue #1 | \$ 690.00 | <input type="radio"/> East Fairbanks Avenue #2 | \$ 510.00 |

Total Amount Due \$

On behalf of the organization listed above, I, as applicant, hereby acknowledge that I have read and understand the Banner Policy Guidelines. The applicant/organization agrees to indemnify and hold harmless the City of Winter Park, its agents, officers, and employees from and against all loss, costs, expenses including suits, demands, claims, judgements, liens, attorney's fees in connection with injury to or death of any person or persons or loss of or damage to property resulting from any and all operations performed by or through this application.

The City of Winter Park reserves the right to deny banner placement for any organization or event. Once approved, applicant must schedule a drop date with the Economic Development Department. Banners are only hanged on Tuesday, Wednesdays, and Thursdays. I understand that banners must be picked up within five (5) business days after removal. The City, or any division of the City, shall not be held responsible for any damage to the banners due to installation, removal, or storage. The City has the right to dispose of the banners after the set deadline at no cost to the City.

Organization Representative Signature \_\_\_\_\_

Date \_\_\_\_\_

**City Use Only**

Date Received: \_\_\_\_\_ Dates Available:  Yes  No Design Approved:  Yes  No

Payment Received:  Yes  No

Amount: \$ \_\_\_\_\_

Location: \_\_\_\_\_

Notes: \_\_\_\_\_