



## Special Event Banner Policy

Economic Development & CRA Department  
401 Park Avenue South  
Winter Park, FL 32789

(P) 407-599-3225  
[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. Banner poles are exclusively for city use but there are limited exceptions for outside non-profit organizations to utilize poles near their respective property for the purpose of creating a sense of place and awareness about planned events that are of particular or general interest to the city or as otherwise provided herein. The city will utilize banner poles throughout the city for decorative purposes and for promoting official city events and events otherwise approved of or sponsored by the city, but will allow non-profit applicants to apply for the use of certain poles. The city's Special Event Banner Program is not intended to serve as a forum for free expression by the public, but is intended to beautify and build awareness for city messages, events sponsored or promoted by the city, and arts and education within the city.

### ELIGIBLE ACTIVITIES

Participation in the program is subject to availability and limited to banners related to city use, city sponsored or promoted events, or non-profit organizations with a physical presence within the city. Non-profits wishing to display banners meeting the criteria herein may apply to utilize any decorative banner pole that is within the frontage of their parcel property. The non-profit must own the property or, if leased, be one of the entities listed on the attached Exhibit "1". Non-profits may only apply for banners to be placed that promote events that are open to the public and promote the city's history or artistic or educational commemorations or events occurring within the City of Winter Park. If an application for a banner policy is denied by City Staff, the applicant may appeal the decision to the City Commission. An appeal of the denial must be filed by the applicant on or before ten (10) days after the date of the City's issuance of a written denial. The appeal shall be heard by the City Commission and shall be limited to the application and matters submitted with the application to the Economic Development/ CRA Department related to the application. In the event of an appeal, the Commission shall make the final determination as to whether the application and matters submitted with the application meet the criteria of this Special Event Banner Policy.

### APPLICATION PROCESS

All applications must be submitted to the Economic Development/CRA Department for approval. The department will reserve dates only after an **application** has been accepted. Applications must 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. **To avoid unnecessary costs, the applicant should NOT commence banner creation until receiving design approval from the Economic Development/CRA Department.** Banners may not be displayed for more than 30 days at a time and must be removed within 5 business days after the 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 and concise wording that can be easily read by motorists and pedestrians. All banner designs must be approved by the city prior to production. An event logo may be posted on the banners; however, additional logos are subject to approval. Banners may not contain any commercial or outside sponsorships, election advertising, tobacco or alcohol advertising, or material that is not suitable or appropriate for all ages. City will not install banners that fail to comply with the design guidelines set forth in this policy or that have not been made in accordance with the approved design specifications.

## FEES & POLE LOCATIONS

Fee is \$35.00 per pole and banners are limited to placement for a single calendar month. Applicant's total payment will be based according to the selected pole locations in front of the applicant's primary parcel frontage as determined by City staff. Non-profit owned parcels that are not primarily used for the non-profit's charitable use will not be eligible locations for banner placement. Banner locations across the street will not be considered eligible. 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. Eligible locations that the city has banner arms available include:

**N Park Avenue** (Morse Blvd. to Webster Ave.,)

**S Park Avenue** (Fairbanks Ave. to Morse Blvd.,)

**E Morse Boulevard** (Pennsylvania Ave. to Interlachen Ave., double-sided)

**W Morse Boulevard** (US 17-92 to Pennsylvania Ave., double-sided)

**New England Avenue** (New York Ave. to Hannibal Square West,)

**Pennsylvania Avenue** (Lyman Ave. to Israel Simpson Court)

**N Orange Avenue** (Fairbanks Ave. to Minnesota Ave.,)

**South Orange Avenue** (Denning Dr. to US 17-92,)

**E Fairbanks** (Pennsylvania Ave. to Ollie Ave.,)

**W Fairbanks** (US 17-92. to I-4.,)

## 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 West Morse Boulevard** Total flat banner size: 23 1/8" x 51"  
Image area: 23 1/8" x 44.5"

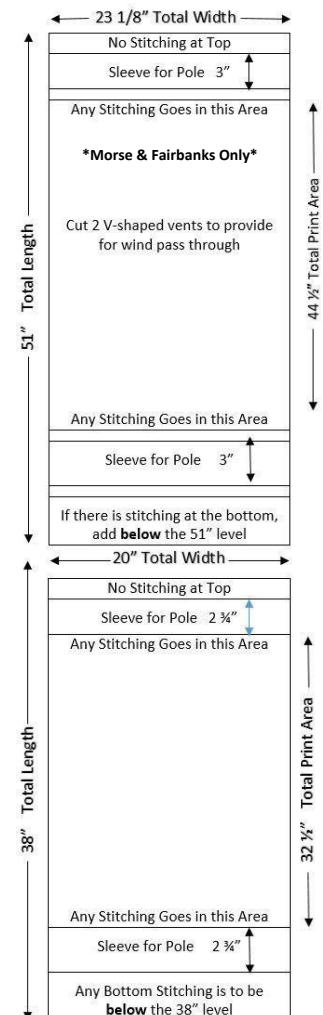
**North Park Avenue South Park Avenue** Total flat banner size: 20" x 38"  
Image area: 20" x 32.5"

**New England Avenue**  
Total flat banner size: 20" x 38"  
Image area: 20" x 32.5"

**Pennsylvania Avenue**  
Total flat banner size: 20" x 38"  
Image area: 20" x 32.5"

**North Orange Avenue South Orange Avenue** Total flat banner size: 20" x 38"  
Image area: 20" x 32.5"

**Fairbanks Avenue**  
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 Department will review banner applications when submitted. Banner applicants will be approved on a “first come, first serve” basis. Banners for city use and 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, storage, or wear and tear through the duration of the applicants requested window.

Guidelines and application are available online at [cityofwinterpark.org](http://cityofwinterpark.org) > Departments > Economic Development/CRA Department or by calling 407-599-3225

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

### **EXHIBIT 1**

1. Colleges and Universities – may only display logo banners or anniversary celebration banners
  - a. Rollins
  - b. Valencia
2. Museums and Cultural Partners – may only display current exhibit banners, logo banners or anniversary celebration banners
  - a. Rollins Museum of Art
  - b. Albin Polasek Museum
  - c. Morse Museum
  - d. Winter Park Historical Society
  - e. Casa Feliz Historic Home Museum
  - f. Heritage Center
  - g. Crealde
  - h. Winter Park Playhouse
  - i. Winter Park Chamber of Commerce
  - j. Winter Park Library
  - k. Bach Festival Society of Winter Park



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# Special Event Banner Application

**Organization Name:**

**Contact Person:**

**Address:**

**City, State, Zip Code:**

**Phone:**

**Fax:**

**Email:**

**Event Name:**

**Parcel ID #\*:**

**Dates Requested for Banners:**

**to**

**Describe the type of event and date:**

**Banner Location:**

North Park Avenue

New England Avenue

South Park Avenue

Pennsylvania Avenue

East Morse Boulevard

Orange Avenue

West Morse Boulevard

West Fairbanks Avenue #1

East Fairbanks Avenue #1

East Fairbanks Avenue #2

\*Please include a map of the proposed location

**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 arising from the display of the banners referenced herein, including any suits, demands, rejections, claims, judgments, liens, and 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 duration of the application and installation process.

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. Applicant understands 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, storage, or normal wear and tear as a result of a hung banner. 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: \_\_\_\_\_