

City of Marco Island

Beautification Advisory Committee

Street Light Banner Policy

1. Purpose

This policy establishes the rules for the display and placement of banners on City-owned street light poles.

2. Administration

The Public Works Department of the City of Marco Island shall administer and enforce this policy.

3. Authorized Locations and Seasons

- a. Banners may only be installed on City-owned light poles along Collier Boulevard or on poles equipped with permanent banner arms installed by the City. Banners are prohibited on all other poles.
- b. Banners are not permitted during hurricane season (June 1 – November 30).

4. Banner Types

All banners must fit securely within the fixed upper and lower arms of the pole brackets.

- a. **City Banners** – Displayed in designated areas shown in *Exhibit A*. Designs are determined by the City with input from the Beautification Advisory Committee (BAC). The City is responsible for installation and maintenance of City Banners. Local non-profit organizations may sponsor City banners with City approval.
- b. **Non-City Event and Exhibit Banners** – Banners shall be displayed in designated areas per *Exhibit A*. The requesting organization designs the banner, subject to BAC approval.

5. Design Approval

The BAC is authorized to approve or reject banner designs.

6. Non-City Event and Exhibit Banners – Eligibility and Duration

- a. Only Marco Island-based non-profit organizations and charities may request permits.
- b. Banners may promote events or exhibits held on Marco Island that are open to the public and contribute to the City's educational, recreational, or community life (e.g., arts, entertainment, sports, concerts, charities).
- c. Commercial, political, identity, social justice, or special-interest promotions, events, or exhibits are ineligible.
- d. Banners may be displayed for up to **35 days**, no earlier than 30 days before the event and removed within 5 days after.
- e. Each organization is limited to two (2) display periods per calendar year.

7. Permit Application & Approval Process

- a. **Application** – Must be submitted at least eight (8) weeks before the requested dates to the Public Works Department. Applications must include:
 - i. Event purpose and dates.
 - ii. Proposed installation, display, and removal schedule.
 - iii. Requested banner locations (first come, first served).
 - iv. Rendering of the banner with text, colors, and materials, plus a material sample.
 - v. Payment of fees and deposits.
 - vi. Certificates of Insurance naming the City as *Additional Insured*.
 - vii. Identification of the contractor responsible for installation/removal (subject to City approval).
 - viii. Applications may not be submitted more than one year in advance.
- b. **Fees** – \$20.00 per banner per 35-day display period (see *Exhibit A* for eligible areas).
- c. **Insurance** – Minimum coverage: Commercial General Liability of \$1M per occurrence/\$1M aggregate.
- d. **Deposit** – \$500 refundable security deposit required. Forfeiture may occur if banners are not removed, poles are damaged, or other requirements are violated.

8. Banner Standards

- a. **Materials** – Must be durable and weather-resistant; City may reject inadequate materials.
- b. **Design/Text** – The City may reject content it deems inappropriate for public display.
- c. **Fabrication** – Must include 4” top and bottom pockets for banner arms, plus a bottom grommet for tie-off. End caps on banner arms may not be removed.

9. Installation

- a. Non-city banners must be installed by applying organizations or their contractor.
- b. Installation allowed only between 9:30 a.m. – 3:30 p.m. (no nighttime work).
- c. Banners must be hung only from the permanent banner arms.
- d. Traffic control per FDOT and City standards must be provided by the organization.
- e. Mechanical lifts may be used only within the roadway with proper traffic control. If ladders are used, then they must be placed on the sidewalk (no vehicles on sidewalks).

10. Monitoring & Maintenance

- a. Organizations must monitor banners during the display period to ensure good condition and safety.

- b. Any issues identified by the City must be corrected within 24 hours. Failure to comply may result in removal or repairs by the City at the organization's expense (deducted from deposit; additional costs billed).
- c. Organizations that repeatedly fail to maintain banners will lose future eligibility.

11. Removal

- a. Removal must occur between 9:30 a.m. – 3:30 p.m. (no nighttime work).
- b. Same traffic control rules as installation apply.
- c. If not removed by the agreed date, the City will remove the banners at the organization's expense (deducted from deposit; excess costs billed).
- d. After removal, poles will be inspected; damages will be repaired by the City and billed as necessary.

12. Weather Emergencies

In the event of significant weather or other declared emergency, the City may order immediate removal of all banners.