

**UNIVERSITY OF WISCONSIN-MADISON
FACILITIES USE GUIDELINES**

SUBJECT: Banner Guidelines
FROM: FP & M Planning and Physical Plant
DATE: August 2003 (Replaces Memo of May 2002)

The University of Wisconsin-Madison is interested in maintaining an environment free of visual and environmental pollution. This effort is supported by a University of Wisconsin-System policy that restricts the use of signs on the campus:

“UWS 18.06 Conduct on University Lands. (17) Signs. No person may erect, post or attach any signs, posters, pictures or any item of a similar nature in or on any building or upon other university lands except on regularly established bulletin boards, or as authorized by the provision of this code or by the chief administrative officer.”

When approved by the administrative officer, banners, signs and decorations will have a limited display time. They are primarily intended to promote activities and events on the campus. The display is to be decorative in character and informative in function. The exhibit is to be located and fastened in a manner that will not cause damage to the facilities or create a safety hazard. Any exception requires approval of the Facilities, Planning and Management (FP&M) Committee.

Banners are not to be displayed from the pedestrian bridges crossing over University Avenue and over Park Street.

Banners displayed from Alicia Ashman Pedestrian Bridge crossing over Campus Avenue require approval from the City Clerk's Office, City of Madison. (261-9171)

Displays are to meet the following requirements:

1. Design approved by FP&M Planning Office and Physical Plant.
2. Installation approved by Physical Plant. A purchase requisition is required if Physical Plant is to install or remove the banner.
3. Duration of display limited to 14 consecutive days.
4. Made of durable materials
5. Chancellor's office approval required for use of institutional banners on poles or buildings on Bascom Hill.

Institutional banners on poles or buildings on Bascom Hill are restricted to themes that represent the institution as a whole. The Chancellor's office will approve the use of institutional banners on Bascom Hill, as well as the time periods during which they may

be displayed. University Communications will work with Campus Services regarding the set-up, take-down, repair and replacement of banners.