

South Cape Street Banner Program



Cape Coral Community Redevelopment Agency

1231 Lafayette Street
Cape Coral, FL 33990
Phone: 239-242-3737

July 2, 2024,

Street Banner Program Overview

The South Cape CRA Banner Program was created by Cape Coral Community Redevelopment Agency [CRA] and City of Cape Coral to:

- Identify the South Cape Community Redevelopment Area known as South Cape; (hereinafter South Cape)
- Activate the public space.
- Add color and vitality to streetscapes.
- Publicize events or promote programs promulgated by non-profit or not-for-profit organizations.

The intent of the banner program is to place banners on available decorative streetlight poles year-round to foster interest in the South Cape Community Redevelopment Area. The decorative streetlight poles are located on the north and south sides of Cape Coral Parkway between Del Prado Boulevard and Palm Tree Boulevard, and the north and south sides of S.E. 47th Terrace between Del Prado Boulevard and Coronado Parkway.

The decorative streetlight poles are available for non-profit and not-for-profit organizations. The City of Cape Coral and Community Redevelopment Agency are exempt from this program and reserve the option to display banners at will, provided that the banners are promoting events or activities taking place in the South Cape Community Redevelopment Area or otherwise enhancing the South Cape Community Redevelopment Area public space, such as banners promoting the South Cape Redevelopment Area as an attractive place to “live, work and play.”

Responsibilities

To fully utilize the program to promote activities, special events, attractions or to promote programs, the South Cape CRA wants to encourage non-profit and not-for-profit organizations to use the South Cape Street Banner Program. Banner applicants are responsible for requesting banner space, developing a design proposal, producing banners according to specifications, delivering banners, collecting banners, and paying all required costs and fees. Applicants must submit a written application each year for the Community Redevelopment Agency to review.

The Community Redevelopment Agency is responsible for reviewing banner designs, coordinating the installation and removal of banners, and quality control checks. The Agency will contact the individual(s) listed on the application to notify them the banners have been removed and are ready to be picked up. Street banners not collected within ten (10) working days from the time of removal will be disposed of without further notice to the applicant.

The Community Redevelopment Agency and the City of Cape Coral shall not be responsible for storing banners, theft, vandalism, or weather damage that occurs to South Cape Street banners.

Eligibility

Because the demand for banner space occasionally exceeds the supply, the Community Redevelopment Agency has developed criteria for approving street banner applications:

- Applicants must be non-profit or not-for-profit organization.
- Banners must either promote activities or special events occurring in the South Cape Redevelopment area only or promote programs promulgated by eligible applicants.

Length of Programs

If the decorative light pole space is available, banners may be reserved for as little as 4 weeks or for as long as 13 weeks.

Banner Construction Specifications

Banners must meet the following requirements, or they will not be placed on the poles. Banners that do not withstand the physical elements (to appear faded, tattered, or otherwise in a deteriorated condition) will be removed without refund.

Dimensions: 60 inches high and 30 inches wide and have 2-inch loopholes

Material: 18 oz., smooth, double sided, reinforced laminated vinyl with strong block out polyester scrim and reinforced grommets.

Banner Design Guidelines

Street banners are different from most graphic designs. They are generally viewed quickly or from a distance. Therefore, the message needs to be conveyed rapidly. A small number of design elements, bright, contrasting colors, and large, clear typography are common elements of successful banner designs.

Although banners may identify the individual, business, or organization sponsoring the banner or the event, they are not to be used as a means of providing commercial advertising. Thus, a banner may state “sponsored by ABC Widgets” with or without logo or “John Q. Citizen”, but it could not state “Eat at Joe’s Restaurant, home of the best BBQ ribs”. **No more than 1/8 of the total banner area shall be used to identify the sponsor or sponsors of a banner, activity, event, or program, including but not limited to the words “sponsored by” or their equivalent and the name(s) or logos of the sponsor(s).**

Banners that are deemed by the Community Redevelopment Agency (CRA) to be obscene banners because their contents meet the judicially established definition of obscenity or that are otherwise considered obscene under Florida Statutes are not eligible for participation in the banner program and any application to install such banners shall be denied by the CRA Executive Director or the Director's designee.

Reservations and Program Costs

All applicants must submit a completed application to the Community Redevelopment Agency. Reservations will be accepted up to one (1) year in advance on a first-come, first-served basis, but not less than eight (8) weeks prior to requested reservation date.** Although an applicant may request a preferred location, the decision concerning the specific poles on which banners will be installed will be made by the CRA, in its sole discretion, after consideration of factors including, but not limited to, number of applications received for the same period of time, number of banner locations requested by each applicant, banner installation history and proximity of banners to event site or venue. The overall goal is to make reasonable accommodations that consider the interests of all applicants as well as the community interest in showcasing special events and activities available for public participation as well as enhancing the "sense of place" in the South Cape Community Redevelopment Area.

At any time, banner sites may not be available because of construction, missing hardware, accidents, maintenance, or other reasons.

Fees for the use of the poles are intended to cover expenses directly related to the program. Such expenses may include, but are not limited to, installation of banners, removal of banners, repairs, the purchase of additional or replacement of brackets. Applicants are responsible for all costs related to the design, production, delivery, and storage of banners.

All fees must be paid in full to the City of Cape Coral prior to installation. The fee to install and remove each banner is \$40 per pole. Notwithstanding the foregoing, the Cape Coral City Council, in Resolution 33-21 waived, up to a maximum of \$5,000 in fees annually (per fiscal year). All fees charged after the first \$5,000 are due and payable as provided herein above.

Quantity of Banners Allowed

- Minimum number of poles allowed per organization is 10.
- Maximum number of poles allowed per organization is 50.

Approval Process

The banner design must be approved prior to placement. The Executive Director or the Executive Director's designee will review and approve the banner design. If an application is denied, the applicant may request the CRA Board of Commissioners to review the denial. The CRA shall then have the option to uphold the decision of the Executive Director or to approve the application, with or without modifications.

An applicant can expect notification of the initial decision on the application within three (3) to five (5) business days of submittal.

Applicants are strongly encouraged **not** to have banners produced prior to approval.

Please mail the attached application, and proof of non-profit or not-for-profit status to:

Cape Coral Community Redevelopment Agency
1231 Lafayette Street
Cape Coral, FL 33904

Or email to: gcarlisle@capecoral.gov

(239) 242-3737

APPLICATION FOR SOUTH CAPE STREET BANNER INSTALLATION

Applicant / Organization: _____

Address: _____

Contact Person: _____ Phone: _____

Email Address: _____

Purpose of Banners: _____

Total Number of Banners: _____

*Install on: # ___ SE 47th Terrace # ___ Cape Coral Parkway # ___ Lafayette Street

*Note: Installation based on available poles with brackets

**Date Duration Requested: _____

**Note: Banner installation is contingent on the schedules of City facilities staff. It is reasonable to expect banners installed within a 5-day period surrounding the target installation date.

Date of Removal: _____

Total Cost (due before installation): \$ _____

All banner designs must be approved by the Community Redevelopment Agency prior to final application approval. Approved banners must be fabricated no less than five days prior to the scheduled date of installation.

The installation fee shall be due when banners are dropped off. Payment should be made to: City of Cape Coral. Note: Certain fees may be waived as specified in Resolution 33-21 approved by the Cape Coral City Council.

The Cape Coral Community Redevelopment Agency and the City of Cape Coral will not be responsible for lost, stolen, or damaged banners and reserve the right to refuse any banner deemed unfit for installation.

The Cape Coral Community Redevelopment Agency and the City of Cape Coral will not be responsible for storing banners. Applicants are to retrieve their banners within 3 business days of take down.

I have read and understand the South Cape CRA Street Banner Program policy.

Authorized Representative

Date

Return application to:
Cape Coral Community Redevelopment Agency
1231 Lafayette Street
Cape Coral, FL 33904
Or email to: gcarlisle@capecoral.gov