

# Operations Issues

*April 15, 2014*

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*Director Physical Plant- Services*

# *Overview*



- Banners
- Temporary Signs
- Chalking
- Organized Runs/Walks

# *Banners*



- Background
- Policy
- Displays are to meet the following requirements:
  - Design approved by FP&M Planning & Phys Plnt.
  - Installation approved by Phys Plnt. (requisition required if Phys Plnt. is to install or remove)
  - Duration limited to 14 consecutive days.
  - Made of durable materials

# *Banners on Bridges*

- Not Permitted
  - University Pedestrian Overpasses
    - Over University Ave
    - Over Park St
- Permitted
  - City Pedestrian Overpasses
    - Alisha Ashman over Campus Ave (by Stock Pavilion)
    - Scheduled by City Clerk

# *Banner Request Form (cont'd)*

- Description of banner
  - Size
  - Material
  - Wording
  - Rough design
- Method of installation
  - Previously installed anchors, etc?
- Requisition or Customer #

# *Banner Request Form*

- What University Event?
- Department
- Point of Contact
- Requested Starting Date (max. 14 days)
- Requested Ending Date
- Location (specific building and area)

What University affiliated event or function is the banner promoting?	
Department or UW affiliated Organization:	
Point of Contact:	
Name:	
Campus Address:	
Phone:	
Email:	
Requested Starting Date: (maximum time is 14 days)	
Requested Ending Date:	
Location: (specific building and area on building or campus area.)	
Description of banner: including size, material, wording, rough design, etc.	
Proposed method of attachment or installation: (i.e. cord/screwed to previously installed points, posts in ground etc.)*	
Requisition # or Customer #	

\*Installation must be approved by Physical Plant. There are permanent banner mounting points on: 905 University, Memorial Library. Approval for attachment to other buildings will require a 30 day lead time.

*For safety of pedestrians, banners are not permitted on the UW pedestrian overpasses over University Ave or Park St. Contact the City Clerk's Office @ 261-9171 for permission to post banners on the Alicia Ashman Pedestrian Overpass over Campus Drive.*

**Please send this request two weeks \*\* prior to the requested starting date to:**

**UW Physical Plant: Attention CARS  
204 Service Building  
1217 University Ave  
Madison, WI 53706-1589**

**Fax: 265-3510  
Phone: 263-3333**

\*\* Two weeks time is normally sufficient to obtain an approval decision, request an estimate and install a banner on a building with existing attachment points. Thirty days may be required if there are no existing attachment points.

**Internal FP&M Request Routing: please initial, date and pass to the next in line.**

Physical Plant Directors Office (Approve Concept)	
FP&M Planning Office (Approve Design)	
CARS (Create Workorder, if necessary)	
Physical Plant Carpenter Shop (create and notify requester of estimate or install)	
Physical Plant Directors Office (notify requester & Bldg Mgr)	

# *Other Signs*



- Paper-based signs
- Chalking



# *Signs*



- Paper Based
  - Posters
  - Flyers
    - Lightpoles
    - Sidewalks
    - Buildings
  - Issues
    - Appearance
    - Cleanup
    - Safety

# *Signs*



- Where Then ?
  - Designated Kiosks
    - Library Mall
    - Memorial Union 2x
  - Departmental Bulletin Bds (with Permission)
  - Special Permission for Lower Bascom  
(removed at night)

# *Chalking Policy*



- Chalking
  - Sidewalks in “Non-Oil-based” Chalk
  - Not on vertical surfaces (i.e. buildings)
  - No “Aerosol Chalk”
    - Looks exactly like aerosol paint
    - Advertised to come right off

# *Chalking Policy*



- Consequences
  - Letters
    - Removal costs
    - Fines

# *University Statutory Authority*

- *Chapter UWS (University of Wisconsin System)  
18.06 (17) Conduct on University Lands/Signs:*
- *“No person may erect, post or attach any signs posters or 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 provisions of this code, or by the chief administrative officer.”  
Fine: \$153.50*

# *Madison Statutory Authority*

- *Madison City Ordinance 23.02 Advertisements on public or private property prohibited.*
- *(1) “No person, firm, corporation or organization shall place or cause to be placed in any manner any commercial, political or promotional advertising material upon any public property or public telephone booth in any street, alley or public grounds or upon the exterior of any private property situated and fixed in or adjacent to any, street alley or public ground, unless proper sign permits, permission from the lawful owner or occupant of the premises where such material is to be displayed, provided such signs are not otherwise prohibited by ordinance, or Council approval is therefore obtained. This prohibition shall include but is not limited to the placement in any manner of any advertising material upon trees. The placement prohibition shall not apply to posters on kiosks, bulletin boards or other designated location designed for said activity, which are located upon public or private property.” Violation of this ordinance may result in a fine of \$68.75 for each occurrence.*

# *What about Free Speech?*



- Legit Concern
  - Time
  - Place
  - Manner

# *Organized Runs/Walks*

- Scheduled with Central Reservations
- If in Lakeshore Nature Preserve
  - Only on Temin Path
- Must remove signs
  - Charge to remove chalking
- Remove own litter
- Only run on hard surfaces- not on turf
- Ensure coordinate with Athletics (Gates up)



# *Questions*



- If Building Specific questions
  - Plz See me after or email
- General Questions ?



*Thanks,  
for helping us to serve you better!*