

CITY POLICY FOR MUNICIPAL ADVERTISING ON STREET FURNITURE INCLUDED IN THE STREET FURNITURE CONCESSION AGREEMENT

This policy addresses commercial and public service advertising on Street Furniture, defined below. Any advertising space on Street Furniture, or as authorized under any contract with the City, is a nonpublic forum.

1. General Definitions.

Advertisement: Sign, display, or other notice designed to attract public attention or patronage.

City: The City of Philadelphia.

Street Furniture: Any structure included in the Street Furniture Concession Agreement on which the Concessionaire has the right to place Advertisements.

Commercial Advertisement: An Advertisement for which a private individual or entity pays a fee to display that Advertisement on Street Furniture.

Public Property Commissioner: The Public Property Commissioner of the City of Philadelphia or his/her designee.

Department of Public Property: The Department of Public Property of the City of Philadelphia.

Public Service Advertisement: An Advertisement that is issued by the City, the Commonwealth of Pennsylvania, or the Federal Government.

2. Public Property Commissioner Approval Required.

No person shall post or display any Advertisement on Street Furniture without the express written consent of the Public Property Commissioner or their designee and in such a manner as prescribed by the Public Property Commissioner or his/her designee.

3. Commercial Advertisements. Street Furniture may display Commercial Advertisements subject to the following guidelines.

The Department of Public Property will not accept the following Commercial Advertisements for display on Street Furniture:

- i) Advertisements that do not relate primarily to the economic interests of the publisher or its audience nor direct attention to a business, industry, profession, commodity, service, activity, institution, product or entertainment offered for sale;
- ii) Advertisements relating to the sale or use of alcohol, tobacco products, or firearms;
- iii) Advertisements that relate to sexually-oriented businesses or products;
- iv) Advertisements that are obscene or pornographic;
- v) Advertisements relating to political campaigns or ballot measures;

- vi) Advertisements that are false, misleading, defamatory, or infringe on any copyright, trade or service mark, title, or slogan.

4. **Public Service Advertisements.**

Public Service Advertisements on City Properties are limited to the following:

- i) Community, art, cultural, educational, or health-related events, programs, or initiatives;
- ii) The use of City services;
- iii) City tourism initiatives;
- iv) Public safety;
- v) Emergency planning and preparedness;
- vi) The greater Philadelphia area and economy