



OREGON CITY BANNER POLICY REVISED 2013

PURPOSE

Currently, the City Code allows the installation of temporary banner(s) only upon the approval of the City Manager or his designee. This policy establishes universal guidelines for all City staff to follow when considering requests to display banner(s) within Oregon City's public right-of-way.

APPLICABILITY

This policy applies to all banner(s) installed in the public right-of-way within the city limits of Oregon City. Traffic control devices are exempt from this policy.

IN GENERAL

- A. **Banner(s) Definition.** Any banner, cross street banner, pennant, light pole banners, valance, flag, and/or seasonal decoration display constructed of cloth, canvas, light fabric, or other materials with or without frames intended to be attached to City street light poles, Portland General Electric (PGE) power poles, and/or Oregon Department of Transportation (ODOT) bridges, and intended to be displayed for a limited period of time.
- B. **Applicant.** Banner applications shall be accepted from local organizations that promote activities for neighborhood beautification, cultural and historical events, community fundraiser, youth events and public involvement. Banner applications will generally be processed and approved on a "first come, first serve" basis, however approval priority may be given to City events or events that have received sponsorship through the Metro Enhancement and/or Oregon City Civic Improvement grant process. Banner applications shall comply with the following criteria:
 - a) **A minimum of two weeks prior to the desired banner(s) installation date**, the applicant shall submit a completed City Banner Application/Permit Form.
 - b) Applicant shall apply, obtain, submit, and comply with the approved Portland General Electric (PGE) permit when applicable.
 - c) Applicant shall apply, obtain, submit, and comply with the approved "ODOT Banner Requirements" when applicable.
 - d) Applicant shall pay the City's banner application administrative fee.
 - e) For light pole banners(s) the applicant shall provide the City with a marked up location map showing the applicant's preference for banner locations. Note: Street light banner locations cannot be guaranteed.
 - f) Cleaning and structural repairs to banner(s) are the responsibility of applicant. All banners must be clean and in good condition when delivered for installation each season.
- C. **Banner Permit.** The City reserves the right to deny the issuance of Banner Permits for any reason. Banner Permits shall be issued by the City Manager or his designee for the installation of the banner(s) when the following criteria are met:
 - a) Applicant has complied with all banner policy requirements.
 - b) Applicant's signed City Banner Application/Permit Form has been reviewed and approved by City Manager or his designee.
 - c) Applicant has provided a Certificate of Insurance as specified in the permit.
 - d) Applicant has paid all fees including the Banner(s) Installation/Removal Fee(s).

- D. **City Responsibility.** Banner(s) shall be installed, re-secured, and removed by the City. The City reserves the right to change, withdraw, or remove the approved banner(s) at any time after the installation.
- E. **Banner Requirements.** Banner(s) within the public right-of-way and/or ODOT right-of-way for which a permit has been issued under this policy, may be installed with the following applicable requirements met:
1. The following requirements shall apply to all banner(s):
 - a) Banner(s) display periods shall typically not exceed 21 consecutive days in duration and no more than three times in any 12-month period. The City Manager or his designee may extend or shorten the duration of the banner display period and the frequency based on the demand for banner needs by applicants of other events. Exceptions may also be made for banners owned by public agencies for banners of a decorative intent.
 - b) Demand for banner locations is high. The City will work to accommodate event schedules to the extent reasonable and will strive to meet the standards established in this policy. However, if the banner demand exceeds the time available for installation and take down, or the availability of hanging locations is limited, the City may be required to find a compromise that may not be completely consistent with the applicants approved permit or preference.
 - c) Applicant shall provide a description and date of event, sketch of banner layout, content of banner, desired banner location, banner material, support/attachment material, and desired dates for banner installation and removal.
 - d) Banner(s) may contain the name, date and time, and general location of the event.
 - e) Banner(s) **may not include** any advertising, commercial message, brand, logo and/or product name, or other information that can be construed as an advertisement for a private business. Public agencies are exempt from this restriction.
 - f) Banner(s) shall be located within a five-mile radius of the event or as approved by the banner permit.
 - g) Applicant shall provide a description of special provisions for the banner(s) where applicable.
 - h) Applicant shall provide banner(s) and all support/attachment material for each banner as required.
 - i) Banner(s) shall not materially impair the purposes of the City's Sign Code. Seasonal decorations installed within the public right-of-way shall be considered to be such banner(s). The impact to the surrounding area at the banner location from lighting such banner(s) shall be reviewed during the application process.
 - j) City staff shall remove banner(s) within five (5) business days of the permit removal date.
 - k) Applicant shall provide a certificate of insurance for general liability naming the City of Oregon City, its officers, agents, and employees, as additional insured's for the project and include any other facility owners if applicable [i.e., State of Oregon (ODOT) and PGE].
 - l) Applicant shall sign banner permit, which includes the indemnification and hold harmless agreement and the insurance requirements.
 - m) All banner(s) shall be two (2) sided with the exception of the ODOT location at Highway 99E/Pedestrian Bridge.
 - n) Banner construction shall be in accordance with the banner construction standard listed herein (Section G) and the details shown on Exhibit 1.
 2. The following additional requirements shall apply to all banner(s) located on City street light poles:
 - a) If the applicant has specific location preferences, the applicant shall include a street light location map indicating the areas of preference.
 - b) Applicant shall provide support/attachment material for the installation of each banner and as specified on the approved banner permit. Typically, plastic ties of suitable size shall be designated on the application for attachment of banner(s) to street light poles.
 3. The following additional requirements shall apply to all cross street banner(s) locations; one located on ODOT facilities at Highway 99E/Pedestrian Bridge, and one located on PGE power poles #412 and #413 on Molalla Avenue at Beverly Drive:
 - a) Banner(s) shall not be installed or will be removed prior to removal date if the banner(s):

- (i) Interfere with, imitate, or resemble any official traffic control device or appear to attempt to direct the movement of traffic;
 - (ii) Prevent the driver of a motor vehicle from having a clear and unobstructed view of official traffic control devices and approaching or merging traffic;
 - (iii) Have any lighting, unless such lighting is shielded to prevent light from being directed at the roads/highway or is of such low intensity or brilliance as not to cause glare or to impair the vision of the driver of a motor vehicle; or
 - (iv) Are otherwise traffic hazards.
4. The following additional requirements shall apply to cross street banner(s) located on PGE power poles #412 and #413 on Molalla Avenue at Beverly Drive:
- a) PGE permit must be obtained and submitted with City Banner Application/Permit Form.
 - b) All PGE policies and requirements shall be met.
 - c) All requirements within this policy and including cross street banner(s) requirements shall be met.

F. **Banner Locations, Application/Permit Administrative Fee, and Installation/Removal Fee.**

Banner Type / Location	Application/Permit Administrative Fee \$ / Application	Installation and Removal Fee \$ / Banner
City Street Light Pole Banner(s) / Various Designated Locations	\$40	\$25 / banner
PGE Power Poles Cross Street Banner / Molalla Avenue at Beverly Drive	\$40	\$210
ODOT Bridge Cross Street Banner / Highway 99E/Pedestrian Bridge	\$40	\$ 60

G. **Banner Construction Standards.**

- a) Banners shall be constructed in accordance with these standards and as shown on attached as Exhibit A.
- b) Banner(s) shall be made of a durable material constructed to withstand wind pressure of 20 pounds per square foot of exposed surface.
- c) For street light banners we recommend that banner material be made of two ply 12-ounce vinyl banner sheeting sewn together with a 1-1/2 inch border hem, or a commercial heat sealed hem.
- d) For cross street two sided banners we recommend two ply 22-ounce vinyl banner sheeting sewn together with a 1 ½ inch border hem, or a commercial heat sealed hem. Wind slits are recommended.
- e) Cross Street Banner support/attachment material shall be 40 feet of cord rope 1/4" diameter or, ½ inch wide flat fiber ribbon rope. Applicant provides all support/attachment material for the installation of each banner and as specified on the approved banner permit.
- f) Banner(s) shall have 20 feet minimum clearance between the bottom of banner and the roadway surface and clearance shall be maintained at all times.

SUMMARY OF BANNER APPLICATION/PERMIT AND INSTALLATION PROCESS

To receive a permit for installation of banner(s) within Oregon City's public right-of-way and/or at the designated ODOT location, the Applicant shall follow the steps below.

BANNER APPLICATION PROCESS

1. Become familiar with the locations where banner(s) are allowed:
 - Various designated City street light poles on 7th Street, Molalla Avenue, Main Street, and Washington Street (pennant signs)
 - PGE power poles #412 and #413 on Molalla Avenue at Beverly Drive (cross street banner)
 - ODOT Highway 99E/Pedestrian Bridge (cross street banner attached to bridge)
2. If applying for a banner installation on PGE power poles #412 and #413, obtain appropriate permit from PGE and submit PGE permit with City's banner application. All PGE and cross street banner policies, requirements, and permit conditions must be met, including banner(s) size, material construction, support/attachment material, and content. The ODOT banner location shall be permitted through the City with all ODOT and cross street banner requirements met.
3. Complete City Banner Application/Permit Form **a minimum of two weeks prior to desired banner(s) installation date**, Applicant submits City Banner Application/Permit Form with payment of Administrative Fee and include the approved PGE permit when applicable. Banner Applications are processed and approved on a "first come, first serve" basis. The application must be signed by the applicant, which includes the insurance requirements and the indemnification and hold harmless agreement.
4. City reviews Banner Application/Permit Form and notifies Applicant of the approval or denial of the application.

BANNER PERMIT PROCESS

1. After the applicant is notified of their Banner Application approval, the Applicant pays Banner Installation/Removal Fee to the City and provides a Certificate of Insurance naming the City as additional insured. PGE and/or ODOT must also be named additional insured when applicable.
2. City schedules the installation of banner(s) per the Banner Permit dates.

BANNER INSTALLATION/REMOVAL PROCESS

1. Provide City with banner(s) and support/attachment material as specified within banner permit.
2. City installs banner(s) per installation date specified in the Banner Permit and removes banner(s) within five (5) business days from the removal date specified in the Banner Permit.
3. Applicant shall retrieve banner(s) from the City after banner removal.



PUBLIC WORKS DEPARTMENT BANNER APPLICATION / PERMIT FORM

Each year, Oregon City Public Works receives numerous requests to install banners, pennants, seasonal decorations and/or other displays for attachments to City street light poles, PGE power poles, and ODOT bridges. Oregon City Public Works endorses local activities that promote neighborhood beautification, cultural and historical events, youth events and public involvement. We look forward to working with you to make your event a success.

Oregon City Public Works reserves the right to deny any banner application for any reason or to change, withdraw or remove the approved banner(s) at any time after the installation. Banner applications are processed when received and approved on a "first come, first serve" basis. Oregon City Banner Policy and Application/Permit Form outlines banner requirements needed for personal and public safety and for the protection of City property.

Please see the Insurance Requirements and Indemnification sections on page 2 of this form. Please note that banners installed on PGE power poles require a permit from PGE and banners installed within ODOT right-of-way require a permit from ODOT (see below).

Desired Date of Installation: _____ **Desired Date of Removal:** _____

Organization Name: _____ **Phone:** _____

Is your organization a non-profit? _____ Yes _____ No _____

Contact Name: _____ **Phone:** _____
Last First Middle Initial

Email Address: _____

Address: _____ **City/State/Zip:** _____

Please describe event and the content of banner:

Banner location:

- ☐ PGE Power Poles #412 and #413 Cross Street Banner on Molalla Avenue at Beverly Drive (**PGE permit required**, contact PGE banner coordinator at 503-672-5552)
- ☐ ODOT Bridge Cross Street Banner at 99E/Pedestrian Bridge (**ODOT permit also required**, contact ODOT banner coordinator at 971-673-6226)
- ☐ Banner Posts at Highway 213 and Washington Street

Fees for Banner Application/Permit and Installation/Removal

			<u>Total</u>
Banner Application/Permit Administrative Fee	(per application)	\$40	\$
		<u>Installation/Removal Fee</u>	
Cross Street Banner on Molalla Ave at Beverly Dr (PGE)		\$210	\$
Cross Street Banner at 99E/Pedestrian Bridge (ODOT)		\$60	\$
Cross Street Banner at Hwy 213 & Washington St		\$60	\$
	<u>Quantity</u>	<u>\$/Banner</u>	<u>Total Install/Removal Fee</u>
City Street Light Pole Banners	_____	x \$25/banner =	\$
(Maximum of 25 banners)			
Total Fees for Banner Project			\$0.00

**CITY OF OREGON CITY
PUBLIC WORKS DEPARTMENT
BANNER APPLICATION/PERMIT FORM
page 2 (continued)**

Insurance Requirements:

The applicant shall provide a Certificate of Insurance for General Liability naming Oregon City Public Works as an additional insured for the project. Minimum coverage shall be combined single limit of \$1,000,000 per occurrence and \$1,000,000 aggregate. Prior to installation, appropriate evidence of such insurance shall be deposited with Oregon City, as well as a provision for 30 days' written notice of cancellation. Notice of cancellation of the Customer's insurance policy shall constitute a breach of contract by the Customer.

Indemnification Agreement:

In consideration of the issuance of a permit/permission by the City of Oregon City for the applicant to hang a banner across a City street, the undersigned permittee hereby agrees to indemnify and hold the City of Oregon City, the City Commissioners and the officers, agents and employees of the City (the indemnitied) harmless from all liability, damage, loss, cost or expense, including but not limited to attorney's fees, that the indemnitied may sustain or incur on account of:

- 1) any damage to or destruction of any property that the City may own or in which it may have an interest;
 - 2) any loss or damage resulting from injury to or death of any person or persons resulting from or in any way connected with the use by the permittee, its agents or employees, of the street area or facility to which the permit/permission pertains.
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Please sign the application and return to Oregon City Public Works at the address below.

After the permit is approved by the City, and the Applicant has paid all Banner Fees and provided the proof of Certificate of Insurance to the City, then a copy of the approved Banner Permit will be returned to the Applicant.

Signature of Applicant

Date

Agency Authorization

Date

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