

Code and policy examples were gathered from League of Oregon Cities (LOC), Lake Oswego and Portland.

Summary of standards

	Over the street	Street pole
Size/clearance	<u>LOC</u> : Up to 60 sq. ft. (no dimensions given) <u>LO</u> : 3 x 30 ft. (90 sq. ft.) <u>PDX</u> : no size limit given; clearance of 18 ft. over streets, 10 ft. over sidewalks	<u>LOC</u> : Up to 12 sq. ft. (no dimensions given) <u>PDX</u> : 4x5 ft. max, 11 ft. over sidewalk, no more than 150 banners per event
Location	<u>LOC</u> : In vicinity of event, or otherwise allowed If identifying a geographic area or district; separate standards for transit mall <u>LO</u> : At discretion of City Manager, defined in policy at one location: Leonard street over State Street <u>PDX</u> : In vicinity of neighborhood or event it is announcing. Cannot be installed at intersections or City poles.	<u>LOC</u> : In vicinity of event, or otherwise allowed If identifying a geographic area or district <u>PDX</u> : Only allowed on Twin Portland Traditional street light poles in certain districts; not allowed on poles with photo sensor or in front of traffic control devices or signs
Duration and installation/removal	<u>LOC</u> : <i>Banners tied to community event</i> - removed within 2 days of event end <i>Geographic banners</i> - no limit <u>LO</u> : NLT 25 consecutive days, once per year, removed within one day of event (policy says banners are installed and removed on Mondays) <u>PDX</u> : Maximum of three weeks	<u>LOC</u> : <i>Banners tied to community event</i> - removed within 2 days of event end <i>Geographic banners</i> - no limit <u>PDX</u> : Not allowed during Rose Festival
Approvals required	<u>LOC</u> : <i>Banners tied to community event</i> - approved by City Council <i>Banners identifying geography</i> - NHA assoc. or 51% of property owners/businesses in area <i>All</i> - written consent from agency controlling ROW <u>LO</u> : City manager, property owner, PGE approval for utility pole use, ODOT approval for state highway ROW, plus temporary sign permit <u>PDX</u> : Application, plus letter of authorization from structure owner and one NHA	<u>PDX</u> : Available for non-profit orgs only, application required. Note, policy includes obvious content restrictions
Mounting	<u>LO</u> : Plans or description required <u>PDX</u> : wind slots required, hemmed, grommets, 5/16" or larger rope and 3/8" or larger steel support cable	<u>PDX</u> : Must have wind vents, must be attached to pole with PVC pipes and nylon straps (described in graphic)
Insurance required	<u>LO</u> : For property owner where sign is located <u>PDX</u> : provided by one of the NHAs or a non-profit agency, per right-of-way permit requirement.	<u>PDX</u> : \$1M liability insurance per event

LOC model code (over the street and street pole)

1. Temporary banners or seasonal holiday decorations which extend over a roadway or are attached to utility or streetlight poles shall be permitted in the right-of-way upon issuance of a permit in accordance with the procedures set out in Sections XX.XX.125 and XX.XX.135 of this chapter and shall comply with the following standards:
 - a. Banners or decorations which extend over a roadway shall not exceed sixty square feet in area. Banners which are attached to a single utility or streetlight poles shall not exceed twelve square feet in area.
 - b. Temporary banners or decorations shall be permitted only if the applicant is conducting an event or activity in the city of [City] that has been identified as a community event by the [City] city council or for purposes of identifying a geographic area or district of the city. Applications for geographic identification banners shall be submitted by an organized neighborhood association, or shall be accompanied by a petition indicating the consent of at least fifty-one percent of the property owners or retail establishments in the geographic area delineated on the banner application.
 - c. Applicants requesting permits for temporary banners or decorations in city of [City] right-of-way shall obtain all permits and approvals as outlined in Chapter XX.XX.045(D) of this Code prior to submittal of an application for a sign permit. Applicants requesting temporary banners placed over rights-of-way controlled by other agencies other than the city of [City] shall obtain written consent from the appropriate agency regarding the proposed banner(s) prior to submittal of an application for a sign permit. The consent shall identify any restrictions desired by the owner of the right-of-way.
 - d. Except for a banner(s) identifying a geographic area or district of the city, banner(s) shall be removed within two days of the applicant's event or activity giving rise to the permit.

Lake Oswego (over the street)**Policy**

<http://www.ci.oswego.or.us/publicworks/special-event-sign-banners-over-roadway>

Special event banner signs are temporary banners that are hung over the roadway to advertise upcoming events in or near Lake Oswego. A banner sign may be posted for a maximum of one week during high season (April to August) and two weeks during low season (September to March), once per calendar year. Maximum size is three feet in height and 30 feet in width.

There is one location in the City where the public is permitted to hang banner signs over the roadway: at Leonard Street over State Street in downtown Lake Oswego. (Banners for City-sponsored events are located elsewhere). The signs are installed and removed by the City's Operations Division on the dates specified by the applicant if they have obtained a Temporary Banner Permit (see permit instructions below). Banners are installed and removed on Mondays. Since banner signs are hung from utility poles owned by Portland General Electric (PGE), written permission from PGE and liability and/or property damage insurance is required to hang the sign. Additionally, because State Street is a state highway, written permission from the Oregon Department of Transportation (ODOT) is required to hang a banner sign. Springtime and summertime are the busiest times of the year for banner signs, so it is strongly recommended that anyone wishing to advertise an event apply early to reserve a spot. Banner applications are accepted up to 6 months in advance. Only complete applications that include all necessary written authorization from PGE and ODOT will be accepted to reserve time slots.

1. Check with Traffic Engineering to see what time slots are available
Note: the calendar is updated daily, so time slots are not guaranteed to be available until a

complete sign banner application form is filed with the City. Time slots and banner locations are reserved on a first come first serve basis.

2. To obtain written authorization from ODOT, fill out the two page ODOT application including a drawing of the banner, and mail to the address below. Only original copies are acceptable, so faxing and emailing the information are not options. Include a copy of the authorization with the Sign Banner Permit application to the City. The contact information for ODOT is as follows:

Lisa Kraxberger, Office Specialist II
 ODOT
 6000 SW Raab Road
 Portland, OR 97221
 (Phone) 971-673-6200
 (Fax) 503-653-5655

3. To obtain written authorization and liability and/or property damage insurance from PGE for the time slot you wish to reserve, fax the 10-page application, including map showing banner location, drawing of banner, and copy of approved ODOT permit to PGE at the address below. A copy of the authorization and insurance must be submitted with the Sign Banner Permit application to the City. The contact information for PGE is as follows:
4. Tanner Bertsch, Utility Asset Management
 Portland General Electric (PGE)
 2213 SW 153rd Drive
 Beaverton, OR 97006
 (Phone) 503-672-5576 for receptionist
 (Fax) 503-672-5555
 Email: Tanner.Bertsch@pgn.com
 Note: The PGE pole numbers for this location are #25 and #1095.
5. Complete the City's Sign Permit Application Form and turn in the application packet to the Planning Department on the third floor of City Hall. See a complete list of the permit requirements below.
6. After obtaining a Temporary Sign Permit at City Hall, take the permit and the banner to the City's Operations Division (5705 Jean Road), at least one week prior to the installation date. The Operations Division will install and remove the banner on the dates specified by the applicant (not to exceed two weeks for low season and one week for high season in duration).

Banners are installed and removed on Mondays.

Code

[47.08.305 Temporary Signs Requiring Permit.](#)

1. a. The City Manager may allow temporary signs larger than those allowed by LOC [47.08.300](#) to be erected. This signage shall not be restricted by content, but is usually and customarily used to advertise special events and store openings on banners. The City Manager shall allow the erection of such signs only if the City Manager finds that the proposed sign will not materially impair the purposes of the Sign Code expressed in LOC [47.03.010](#). Seasonal decorations erected within the public right-of-way shall be considered to be such signs. These signs shall meet all applicable City Code provisions. Lighting of such signs will be reviewed as part of the application and may be allowed depending on impact to surrounding development.
- b. In addition to subsection (1)(a) of this section, the following temporary signs require a permit:
 - i. Residential Zones: Temporary signs permitted by LOC [47.08.300](#)(2)(a)(ii) that are required to be removed following sale, lease or rental of property, when the residential use on the site is apartments for rental, unless the entire parcel is for sale.

- ii. Commercial Zones and Industrial Zones: Temporary signs permitted by LOC [47.08.300](#)(2)(b)(ii) that are required to be removed following sale, lease or rental of property, unless the entire parcel is for sale.
- 2. The following requirements shall be met, as applicable:
 - a. Written consent from the property owner where the sign will be located shall be provided. The consent shall identify any restrictions that the property owner requires of the permit holder. Banners hung from utility poles shall require written approval from Portland General Electric. Banners hung over a state highway will require written approval from the Oregon Department of Transportation.
 - b. Plans or a description showing the location of the sign; banner height above the right-of-way; support devices for the banner; and proposed dates shall be provided.
 - c. The display period shall not exceed 25 consecutive days in duration and no more than once in any 12-month period. All such signs shall be removed no later than one day following the event being advertised.
 - d. A copy of any liability and/or property damage insurance required by the property owner where the sign or banner will be located.
 - e. A signed rebate and indemnity agreement shall be provided if placing a banner over the public right-of-way.
 - f. Temporary signs required to obtain a permit under subsection (1)(b) of this section shall comply with the provisions of LOC [47.06.200](#)(3) through (5).
- 3. The extent of signage allowed and the location of the signage is at the discretion of the City Manager.

City of Portland (over the street and street pole) highlights indicate obvious content restrictions

Over the street policy

TRN-10.01 - Banner Across the Right-of-Way Permits

BANNER ACROSS THE RIGHT-OF-WAY PERMITS

Administrative Rule Adopted by Bureau of Transportation Engineering & Development Pursuant to Rule-Making Authority

I. Definition

The City periodically receives requests to place banners in the right of way for the purpose of identifying a neighborhood or a public charitable event. Permits are issued for three types of banners placed on one of three types of structures: street light poles, utility poles or Transit Mall banner standards (as defined in 17.45.020). For banners that hang over the public right-of-way affixed to utility poles and on the Transit Mall banner standards, permits are issued through Street Systems Management. Permits issued for hanging banners on street lights are issued by the Street Lighting Division of The Bureau of Transportation System Management.

II. Transit Mall Banner Reference

City Code Title & Chapter 17.45

III. Administrative Rule for Banners Outside of the Transit Mall

1. The banner and group making the request must meet the following conditions:

- a. The banner may be in place for a maximum of three weeks.

b. The banner must be installed in the vicinity of the neighborhood or public charitable event it is announcing.

c. Logos of commercial supporters who help defray the cost of a banner shall be unobtrusive (typically less than 18" in diameter on a 3' by 24' banner).

d. Installation of banners at intersections, in the underground wiring districts and on City street light or traffic signal poles is not permitted.

e. Banners shall be installed with the bottom of the banner a minimum of 18 feet above the travel way and a minimum of 10 feet above the sidewalk area.

f. The banner shall be fabricated with crescent shaped slots held closed with a small piece of material or thread, which will blow open if a wind gust hits the banner, or some other equivalent means of reducing wind loading.

g. The banner shall be hemmed, fitted with grommets and constructed with a 5/16" or larger nylon rope for mounting to the support cable. The banner is mounted to a 3/8" or larger steel cable strung between the cable mounts.

h. The applicant must provide the City with a letter of authorization from whomever owns the structure on which the banner will be mounted.

i. A letter of support should be submitted from one of the recognized neighborhood associations.

j. Liability insurance shall be provided by one of the recognized neighborhood associations/district neighborhood coalitions or by a non-profit agency. See insurance requirement for right-of-way permits.

2. Application requirements for banner permits include:

a. Letter requesting a banner permit which includes a description of the event and the requested location, dates, contact person and phone number;

b. Information on the banner including the layout, design, construction, method of hanging the banner and any necessary engineering calculations demonstrating the mounting system will support the banner from failing;

c. Letter(s) of authorization from whomever owns the structure on which the banner will be hung

d. Liability insurance certificate and additional insured form that meet City of Portland Office of Transportation insurance requirements.

3. For further information, you may contact 503.823.7002.

4. Fees are full cost recovery per City Code 17.24.020.

IV. REFERENCE 17.45

Street pole policy

Portland Bureau of Transportation has published policy and standards for installation of banners on street poles.

<http://www.portlandoregon.gov/transportation/article/192892> (includes installation figures)

This is supported by authority separate from the sign code reserving sole use of street poles, and also establishes reciprocal use between the city and utilities: [17.64.040 Use of City Poles or Posts](#).

Purpose

The purpose of this program is to allow **nonprofit** organizations to promote events or occasions that have a direct and substantial civic benefit. The event or occasion should:

- be reasonably available to all citizens (as spectators or participants);
- benefit locally-based nonprofit organizations;
- be significant and large enough that it will be of interest to many citizens;
- be appropriate for display on city-owned street light poles.

The event or occasion using the banners should not be political, religious, commercial, or profit making. Examples of eligible events or occasions have included the Rose Festival, Portland Opera, Bridge Pedal, Red Cross Month, Shamrock Run, OMSI, and the Zoo.

Special permits may be granted for promoting certain business districts. Profit making organizations may hold permits if the organization is acting as the agent providing insurance, sponsorship, management, etc. for a nonprofit organization.

Banners may display corporate logos or similar endorsements if they are not the dominant element in the composition of the banner.

The City Traffic Engineer, or his designee, may regulate the composition, content of the banners, and impose other conditions or regulations necessary in the interest of the appearance of the street and the public's safety.

Time and Locations of Banner Placement

Banners may be installed on Twin Portland Traditional street light poles located in the Central Business District (SW and NW), Lloyd District (NE), SE Grand, and SE Morrison throughout the year. However, there are certain times and locations when and where banners may not be installed. They include:

- During Rose Festival activities
- On the MAX route
 - SW 1st - SW Everett to SW Yamhill Street
 - SW Morrison - SW 1st to SW 18th Avenue
 - SW Yamhill - SW 1st to SW 18th Avenue
 - SW 18th - SW Morrison to SW Jefferson
 - NE Holladay (northside of the street) - NE MLK to NE 13th Ave
- By the Convention Center
 - NE MLK Jr. Blvd- NE Lloyd to Holladay
 - NE Holladay - NE 1st to NE MLK JR Blvd
- On street lights under repair or maintenance

Due to the high demand of the Twin Portland Traditional street light poles along SW/NW Broadway, SW Fourth Avenue, and SW/NW Naito Parkway, only one side of those streets may be reserved. Please designate which side of the street your organization would prefer. We will try to get you the streets you request; however, in case of a conflict, we will recommend other available streets.

Banner Installation

Installation of the banners is the responsibility of the permittee - the City will not do this. Banners must be installed according to the City's specifications:

- Banners must be double backed in Central Business District and Lloyd District
- Banners must be no larger than 4 feet by 5 feet (see drawing)
- The bottom of banners must be at least 11 feet above the sidewalk
- Banners must have wind vents (see Figure 1)
- Banners must be attached to the poles (see Figure 1)
- **Do Not** mount banners on poles with photo sensor (see Figure 2)

- **Do Not** mount banners in front of Traffic Control devices or signs
- Maximum of 150 banners per event.

Banners not installed per City specification and deemed to be a hazard will be removed, and the cost of the removal will be the permittee's responsibility.

Maintenance

The permittee will be responsible for the maintenance, replacement, and upkeep of banners while installed on the City of Portland street light poles.

Streetlight Damage Liability

The permittee will be responsible for all costs to repair damages to the street lights caused by installation, while installed, and removal of the banners on the City of Portland street light poles.

Insurance Requirement

The permittee shall provide satisfactory evidence of public liability insurance, endorsed to name as additional insureds the City, its officers, agents, and employees as to any claim or claims for damage or injury resulting from or growing out of the operations of the applicant under the permit applied for, and containing a further endorsement that the policy shall not be canceled without 30 days prior written notice to the City Traffic Engineer.

The endorsement shall be either (1) in the form attached as Exhibit A; or (2) in the form of Insurance Services Organization (ISO) Form CG 2012. The insurance shall provide coverage of not less than \$1,000,000 (one million dollars) per occurrence.

Proof of such insurance must be submitted to the Street Lighting Section and approved prior to installation of banners.

Revocable Permit

The permit will be revocable at any time at the sole discretion of the City Traffic Engineer or his designee. Should the permit be revoked, the permittee shall remove its banners from the street area as directed by and to the satisfaction of the City Traffic Engineer or his designee. If the permittee fails to remove its banners as directed and to the Engineer's satisfaction, the City or its contractors may remove the permittee's banners; in this case, the permittee shall be

responsible for all costs incurred by the City or its contractors in removing the banners. Furthermore, if the permit is revoked, the City shall not be liable for any costs of whatever nature incurred or suffered by the permittee or anyone else arising from the revocation of the permit.

How to Apply for a Banner Permit

Banner installations will be allowed on a "first come, first serve" basis. Applicants for the permit **may not** request banner locations more than two (2) months in advance of the event. In addition, to provide adequate processing time the applicant may not request less than three (3) weeks in advance of the event. Your request must be submitted in written form via a letter or email and must contain the following information:

- Name of the Permittee, including a contact person and phone number
- Name of the benefiting organization(s)
- Name, description, and date of the event
- Name of the company installing the banners
- Number of banners to be installed
- Proposed banner locations; i.e., street name and cross streets - please check the locations and assure the number of banners to be installed matches the number of poles available
- Dates of banner installation and removal - duration is one month.

The request will be processed within 5 days of receipt. The City will send you a completed permit form, acceptance of terms and conditions form that requires the signature of the contact person. Please sign and return the permit with the proper insurance certificate and additional insured endorsement. If the necessary documents (permit and insurance endorsement) are not in the possession of the Street Lighting section at least 2 weeks before the banners are to be installed, the permittee will not be allowed to hang the banners. For the permit to be valid, it **must** be signed by the City Traffic Engineer or designee.

Please address your banner request to:

Bonnie Nicholas

Signals, Street Lighting & ITS Division
Bureau of Transportation

City of Portland
1120 SW 5th Avenue, Room 800
Portland, OR 97204-1914