

CITY OF THE DALLES
STREET BANNER PERMIT POLICY
7/07/2010

The following policies detail the rights and responsibilities of those who wish to display banners within the City limits of The Dalles. Any interpretation of these policies or resolution of any disputes between users rests with the City Manager or the Manager's designee. It is a privilege, not a right, for users to display banners within the City limits. Non-compliance with these policies could result in the loss of that privilege.

1. Definitions:

- a. "Banners" will include decorations or message signs generally associated with an activity. Banners covered under this policy are only allowed on support poles designated by the City.
- b. "Activity" will include the celebration of a legal holiday, fair, rodeo, roundup, exposition and/or other civic events.

2. Permits:

Permits will be issued through the office of the City Manager or designee, City of The Dalles, for the placement of banners where the following criteria are met:

- a. The activity is sponsored by a user who may be any civic, charitable, non-profit, government, school, social, or other group promoting community events, activities, or items of special interest and not for commercial gain.
- b. Banners must be delivered to the Public Works Department, during normal business hours, a minimum of three (3) days before they are to be displayed. Banners may be displayed no sooner than two (2) weeks in advance and no later than two (2) days after the activity, subject to availability. The activity must be open to the general public. The scheduling of the display periods will be determined by the City Manager or designee. Any changes to the display schedule shall be done through direct contact with all affected parties.
- c. The banners are located within a fifteen mile radius of the event.
- d. The banners may contain the name and/or logo, date and time, and general location of the event. Banners may not include any advertising, commercial message, brand or product name, or other information about the event, such as cost, directions, etc., provided, however, that the logo of one commercial sponsor of the event or activity may be displayed upon a banner, provided the commercial sponsor's logo is secondary in size to the logo associated with the event or activity, and is restricted in size to no greater than one-third of the width of the banner.

- e. The banner(s) must have a vertical clearance of at least 20 feet above the roadway unless otherwise approved by the City.
- f. The banner(s) may not be erected or maintained if they:
 - interfere with, imitate, or resemble any official traffic control device or attempt to direct the movement of traffic; prevent the driver of a motor vehicle from having a clear and unobstructed view of official traffic control devices and approaching or merging traffic;
 - have any lighting, unless such lighting is shielded to prevent light from being directed at the roadway 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
 - are otherwise a traffic hazard.
- g. Banners shall be made of (at minimum) 18 oz. vinyl material. Banners shall be a minimum of 18 feet in length and 2 to 4 feet in width. Banners that are 2 feet in width should have can cuts every 2½ linear feet. Banners that are 3 to 4 feet in width, can cuts should be every 2 linear feet and zigzagged across the top and bottom of the banner.

Webbed strapping, minimum 1 inch wide, shall be sewn into the seams of the banner. On the top and bottom seams, the webbed strapping shall be looped back and sewn into the seam of the banner for a minimum of 18 inches; a “D” ring shall be provided in the looped strapping at each corner.

Corners of the banners are to be reinforced through the incorporation of a reinforcement panel, minimum 18 oz. vinyl, sewn on the back side of the banner over the folded seams, that covers the corner and extends a minimum of 6 inches along the sides from the corners. Each corner of the banner should be triple sewn for maximum reinforcement.

Grommets, minimum 3/8-inch diameter, are to be provided along the top and bottom seams with the end grommets located 2 to 4 inches from the end of the banner and a maximum spacing of 2 feet between grommets. If larger grommets are utilized, the width of the webbed strapping in the seam must be enlarged accordingly so that the grommet is fully supported by the strapping.

- h. Applicant must provide spring snaps and wire cables to secure the banner. A minimum 7/16" x 3 1/4" stainless steel spring clip (carabiner-style snap clip) shall be provided for each grommet in the top and bottom seams of the banner. Four wire cables, 3/16-inch diameter, with 5/8" x 4" stainless steel spring snaps on each end, will attach to the “D” ring on the corners of the banner and to the support poles. Cables are to be

connected to the spring snaps using cable clamps. Total length of banner, cable and hardware must be 44' 4" from end of hook to end of hook.

3. Permits issued shall include the following:
 - a. Date(s) of the activity.
 - b. Date the banner(s) can be installed.
 - c. Date for the removal of the banner(s).
 - d. Any special provisions for the installation or removal of the banner(s).
 - e. Payment of \$25 fee for each time a banner is to be displayed.
4. The number and type of banner(s) allowed will be at the discretion of the City Manager or designee.
5. The City reserves the right to limit the number of activities signed per year for each location within the City.
6. Banners to be installed must be approved by the City. All signing for temporary events must conform to the general requirements of the Manual of Uniform Traffic Control Devices, as to location and sign design.
7. The applicant shall be responsible for all costs incurred by the City for banner supports, labor, and equipment to install and/or remove signs. Only the City of The Dalles Public Works Department is authorized to install the banner after approval of the permit. The applicant is responsible to provide the banner and any other item deemed to be required in order to erect the banner.
8. Prior to authorization of the permit, the applicant shall provide a signed 'Liability Release for Street Banner Placement' form and proof of insurance naming the City as an additional insured. The minimum amount of insurance coverage required for bodily injury and property damage shall be \$500,000 per occurrence and \$1,000,000 in the aggregate.
9. The intent of this policy is to cover most incidents and situations arising from the display of banners within City owned and operated rights-of-way. The City Manager or designee shall make decisions based on the spirit of this policy for any circumstance not clearly addressed within this policy.
10. Banners should not be used for more than 5 years as vinyl becomes too brittle. Rage Graphics has agreed to inspect (at no charge) banners to make sure they are of sound quality. Rage Graphics also encourages proper storage, as this will maximize the life expectancy of the banner.