



**BANNER PERMIT  
CITY OF ESTACADA**

Banners must be 16' long by 3' high with wind slits and reinforced grommets located across the top and at each bottom corner. Banners shall be two ply 18-ounce vinyl banner sheeting sewn together with a 1 ½ inch border hem, or a commercial heat sealed hem; or must be made of an appropriate, durable, weather-resistant material that is constructed to withstand wind pressure of 20 pounds per square foot of exposed surface. A stronger material may be approved by the Public Works Director.

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Organization Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Location of proposed installation: \_\_\_\_\_

Size of banner: \_\_\_\_\_

Date of Installation: \_\_\_\_\_ Removal date: \_\_\_\_\_

I have read the requirements for hanging a banner permit in the City of Estacada and will comply with all the requirements.

\_\_\_\_\_  
Signature of applicant

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City Use Only

\_\_\_\_\_ Certificate of Insurance

\_\_\_\_\_ Fee received (\$50)

Banner permit was: Issued \_\_\_\_\_ Denied \_\_\_\_\_

Public Works Director Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **16.72.070 Banner signs.**

- A. Definition. As used in this section, "banner signs" means and includes every type of decoration or banners displayed over or upon the city streets of the city on a temporary or seasonal basis, whether attached to utility poles or any other structure.
- B. Permits.
  - 1. No person, firm, corporation or association shall display or cause to be displayed over or upon the city streets of the city any banner signs without having first obtained a permit, the permit being subject to the approval and authorization of the public works superintendent.
  - 2. A request for a banner permit shall be on forms provided by the city and shall show the approximate location of the proposed installation or installations, height above street or sidewalk, location on pole or building, the approximate size of banner sign to be displayed; whether the banner sign is to be attached to utility poles, buildings or other structures, together with the date of installation and the date of removal.
  - 3. Upon satisfactory evidence that all requirements of this section have been fully complied with by the applicant, and upon satisfactorily showing that permission of the property owner has been obtained and that all conditions, rules and regulations required by the property owner have been complied with, the public works superintendent shall issue a permit for the installation as requested, providing that, in his or her judgment, no other requirements or additional safeguards other than those mentioned herein, would be in the interest of the public safety.
- C. Insurance Requirement. The grantee shall file with the permit application a certificate of insurance naming the city and the property owner as additional insured at a minimum of five hundred thousand dollars (\$500,000.00) combined single limit bodily injury and property damage. The insurance to be for the protection of any persons sustaining bodily injury or property damage resulting from the placement, maintenance or removal of the banner signs.
- D. Installation/Removal Requirements.
  - 1. Banner signs other than those installed by utility company crews are to be installed from a mechanical hoist or OSHA approved procedures and equipment, so that the individuals making installations do not have to climb utility poles.
  - 2. The holder of a permit for a banner sign shall be responsible for the maintenance of the banner sign in a safe condition at all times and for its safe and prompt removal upon the expiration of the permit authorized or in the event the sign may become a hazard upon the public streets at any time.
  - 3. Banners shall be prohibited as a permanent sign and are limited to sixty (60) days, unless an extension is approved by the planning commission.
  - 4. The public works superintendent as well as the property owner involved, shall have the right to remove or cause to be removed any unauthorized, not maintained, improperly hung banners, or banners that are a hazard upon the public street without notice to the person, firm, corporation or association responsible for the display of the banner sign.

(Ord. No. 2008-007, § 1, 2-9-2009)



## ***ELECTRONIC SIGN AND BANNER USE POLICY***

### **PURPOSE**

- This policy facilitates effective communication tools for important community messaging.
- This policy ensures open, honest and clear channels of communication in the use of municipal signage.
- This policy provides direction for the appropriate use of signage in the municipality.

### ***Appearance, Use and Functionality of Municipal Digital Signage***

- The municipality is not liable for power outages or other acts beyond its control which affect the ability to utilize municipal digital signage to convey information on behalf of third parties.
- Messages may be edited for clarity and conformity to the requirements of the medium.
- The municipality offers no guarantee with respect to the appearance of any conveyance of information on municipal digital signage, or the length of time that a message will be displayed.
- Appearance of messages are subject to constraints of capacity, priorities, as well as electronic and mechanical limitations.

### ***The following priority system shall be utilized in selecting messages to be posted:***

1. Emergency messages - in the event of an emergency, the City reserves the right to suspend all messages and use signage for emergency purposes only;
2. Messages from the City of Estacada;
3. Messages from other government agencies that have a local impact or significance; and
4. Community events and messages hosted and/or sponsored by non-profit organizations, located or operated within the City of Estacada.

### **CONTENT OF MESSAGING**

The sign shall be used for community benefit and not to promote individual businesses. The City of Estacada cannot allow speech that would violate Federal or State law, ie. unauthorized use of trademarks, messages that violate state neutrality laws, obscene language.

### **SUBMITTING A REQUEST**

Requests to utilize municipal digital signage and banners will only be considered from registered non-profit organizations or government agencies and must be submitted to City Hall using the request form located on the website - *hard copies are also available at City Hall*. All requests shall be submitted at least one (1) week prior to the requested posting date. Messages will be posted for a maximum of 2 weeks in any calendar year, depending on availability.