



Land of Cheese, Trees and Ocean Breeze

**TILLAMOOK COUNTY
PUBLIC WORKS DEPARTMENT**

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TO: Interested Parties

FROM: Patrick B. Oakes, Engineering Project Supervisor

RE: Standards For Temporary Banner Placements in Public
Right of Ways Under County Jurisdiction

Tillamook County acknowledges that there may be periodic requests for placement of banners either across or in public right of ways for short term public events within communities.

The below standards are the basic guidelines for banner placement if approved by the County Road Department.

The intent is that these standards would be attached to a specific written authorization/approved from the Road Department for the banner in question.

**Standards Regulating Placement of Short Term
Banner(s) On County Road Right of Ways**

1. The purpose of these standards are to allow the placement of banners within the County road right of way to enhance the aesthetic value of the road. The banner or decoration must be approved by the agency with jurisdiction in the area.
2. For use in these standards the following definitions will apply.
 - a. "Agency" means an incorporated city.
 - b. "Event" or "Activity" means activity endorsed by the City, County or State, is two weeks or shorter in duration and is open to the general public.

Endorsement by the County is evidenced by an approved temporary use event permit issued by the Department of Community Development.

- c. "Banner(s)" includes flags and pennants made of plastic, cloth, or similar material along with the corresponding support system.
 - d. "Director" means the Director Of Public Works of Tillamook County or his designated representative.
3. The request for a permit for placement of a banner:
 - a. Must be in writing, on official letterhead of the agency with jurisdiction in the area. The agency may submit the request on their own or in cooperation with a sponsoring group or organization. If an agency does not exist, (not an incorporated city), the sponsoring group or organization may apply for a permit in writing on the organizations' letterhead.
 - b. Must include the proposed location and a description of the banner(s) and duration of the proposed banner placement; and
 - c. Must be submitted to the Director for review and approval. In order to facilitate the review, the Director may require the placement of markings at the location of the proposed banner(s), a site drawing and/or a drawing of the banner(s).
 - d. For a placement request within the limits of an incorporated city, but within a County road right of way, written concurrence from the respective city shall be included with the permit request.
 4. The banner(s) must conform to the following guidelines:
 - a. The advertised event or activity shall meet the definition outlined above;
 - b. Be located so that it is not a roadside safety hazard nor restricts sight distance of motorists and must conform to all applicable highway clear zone requirements;
 - c. Have a vertical clearance of at least 20 feet above the roadway;
 - d. Be made from a durable material and constructed to withstand wind pressure of 20 pounds per square foot of exposed surface;
 - e. Must not interfere with, imitate, or resemble any official traffic control device or attempt or appear to attempt to direct the movement of traffic;
 - f. Must not prevent the driver of a motor vehicle from having a clear and unobstructed view of official traffic control devices and approaching or merging traffic;
 - g. Must not have any lighting, unless such lighting is shielded to prevent light from being directed at the 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 otherwise be a traffic hazard.
 5. The number and type of banner(s) allowed will be at the discretion of the Director.
 - a. Banner(s) may contain the name and/or logo, date and time, and general location of the event. Banner(s) may not include any advertising, commercial message, brand or product name, or other information about the event such as cost or directions.

- b. Banner(s) may not portray a political, religious, commercial or promotional message.
6. Upon approval of the request, the Director will issue a permit to the agency, organization or sponsoring group for placement of the banner(s) within the County road right of way. The permit may include special provisions for installation or removal of the banner(s). No work on road right of way may begin until the agency or organization has received a valid permit.
7. The following shall be the responsibility of the agency or organization:
 - a. The manufacture, installation, maintenance, repair or removal of the banner(s) including placement of supports or permission to use existing utility poles. Should supports be placed on private property, permission must be obtained from the lawful owner of the property.
 - b. **The applicant shall coordinate with and receive authorization to place any portion of a proposed banner or support line within 20 feet of any utility overhead lines (vertical or horizontal clearance).**
 - c. Relocation or removal of the banner(s) as a result of roadway improvement projects;
 - d. Provide traffic control in accordance with the standards adopted under ORS 810.200 by the Oregon Transportation Commission; and
 - e. Provide 48-hour notification to the Director prior to any work on the County right of way.
8. The permit issued by the Director may be cancelled if the agency, organization or sponsor fails to comply with the provisions of the permit or this rule. The permit may also be cancelled if it is determined that the banner(s) violates federal or state law.
9. Banner(s) may be removed by the Department of Public Works at the expense of the agency, organization or sponsor if the banner(s) is neglected or becomes unsightly or otherwise defeats the purpose of this rule.
10. The Director has the authority to interpret the above standards or outline specific conditions of approval beyond or modifying the above standards.