



# **GUIDELINES FOR OVERHEAD BANNER PERMITS**

**LAND DEVELOPMENT DIVISION**

REVISED APRIL 2018

## OVERHEAD BANNER PERMIT GUIDELINES

1. Banner installations are limited to events that are open to the general public and under the sponsorship of local nonprofit community organizations. Advertising for private, religious, and special interest events is prohibited within the public road right of way. Banners on streets where adjacent land use is primarily residential are not permitted. Unacceptable use of banners are those advertising business enterprises, individual politicians, political parties, ballot measures, political ideology or anything of a political nature, and functions such as bazaars, carnivals, revival meetings, etc., hosted by private parties. Banner installation proposals must be reviewed and accepted by LACDPW prior to banner production and permit issuance.
2. A Road Encroachment permit is required for any proposed overhead banner installation(s) within unincorporated LA County per Los Angeles County Code Title 16, Highways.
3. Overhead banner pole availability is based on a first-come, first-served basis. No banners shall be installed on any wooden, composite or concrete street light poles, power poles, or traffic signal poles. Banners shall only be installed on poles designed specifically for overhead banners.
4. Corporate and business trademarks, logos, or other identifiers shall not be placed on overhead banners. State, County, and local codes prohibit advertising on public property by private, for-profit, special interest, business, etc., groups.
5. Banner attachment, installation, maintenance, and removal shall be done by professional installers. Banner display duration shall be limited to a **one month period**. Banner(s) and associated hardware must be removed by 4 p.m. of the last day permitted.
6. Banners shall be made of cloth composed of vinyl, canvas, or other suitable material. Banners shall be supported by steel cable, equivalent strength rope, metal shafts, or other approved fasteners. No holes shall be punched, drilled, or burned in any poles. Wind slits shall be required for banner sizes exceeding **60 square feet**.
7. The banner and all its attachments shall be installed and secured to poles and/or supports with a minimum clearance of **18 feet** above the highest section of the road to provide adequate clearance for traffic, pedestrians, and all electrical facilities. The installer shall be responsible for verifying the selected location's ability to meet this height requirement. Banners shall be installed in a manner that would not obstruct traffic signs or warning devices such as, but not limited to, street name, parking limitations, speed limit, school, and directional or route designation. Banners shall not be placed within **50 feet** of a signalized street intersection or within **50 feet** of any mid-block pedestrian crosswalk nor within **50 feet** of a traffic circle or within a traffic circle. Banners are to be installed so as not to interfere with street light maintenance activities.

8. On two lane roads with a painted centerline, the banner is to be placed such that the centerline of the banner matches the centerline of the road. For roads with lanes which are separated by a median, the banner shall be centered over the centerline of the median.
9. The permittee shall be responsible for monitoring the condition of the banner(s), and for making any adjustments to guarantee the safety of the traveling public at all times.
10. Removal of the banner(s) may be ordered by LACDPW for any of the following reasons including, but not limited to:
  - a. Unsafe conditions.
  - b. Damage or potential damage to County-owned property, public or property.
  - c. Permit expiration.
  - d. Installation without a permit.
  - e. Poor or damaged condition of the banner(s).
  - f. Noncompliance with County codes, permit requirements or conditions, etc.

If the removal of the banner(s) is not started within four (4) hours of notification and completed in a timely manner, removal will be made by LACDPW forces. All costs associated with the removal of the banner(s) will be the responsibility of the permittee at no cost to the County.

11. Unless otherwise stated on the permit, the installation or removal of banners shall only take place between 9 a.m. and 4 p.m. Monday through Friday. Banners shall not be installed or removed during hours of darkness, hazardous weather conditions such as, but not limited to, wet, rainy, windy, or foggy days; nonbusiness hours including Saturdays, Sundays, and county holidays.
12. Complete and submit the online Road Encroachment permit application in EPIC-LA at <https://epicla.lacounty.gov/SelfService/#/home>. We recommend submitting the application at least **twenty (20) working days** prior to the proposed date of installation to allow adequate review and processing time. The submittal must be accompanied by the necessary documentation as required below:
  - a. A Certificate of Liability Insurance showing documentation of liability insurance coverage in the amount per the latest "Green Book" requirements. The County of Los Angeles shall be named as co-insured, noted on a separate Additional Insured Endorsement Form referencing the general liability insurance policy number shown on the Certificate of Liability Insurance.
  - b. If necessary, a Letter of Authorization designating an agent, contractor, or other organization to act as an agent on behalf of the owner/applicant in all matters related to obtaining the encroachment permit.
  - c. Map(s) of the locations where the banner(s) will be installed. Depiction of the banner(s) including full text of any message, and dimensions (length and width) shall

be provided with the permit application. Banners are subject to the approval from the Board of Supervisors Office.

- d. Details of the installation including materials, dimensions, clearances, structural details of the objects to which the banner is to be connected to the cable or rope, the connection to the pole, etc., are to be submitted. Depending on the size of the banner, pole selection, and the complexity of the connections, the applicant may be required to submit certification from a registered Civil or Structural Engineer, along with calculations that the total system will function within the allowable stress limits for a 60 mph wind load in most areas and a 90 mph wind load in the high wind areas. Poles to which the banner will be attached shall be directly across the street from each other (i.e. perpendicular to the street centerline).

13. All applicable permit fees will be assessed upon review of the submitted documents. Invoiced fees must be received prior to processing the permit application. Permit fees include but are not limited to the following: a non-refundable permit issuance fee and processing fee, a security deposit to ensure proper removal of the banner(s) and associated hardware, and an inspection deposit based on actual cost.