

# OKLAHOMA CITY BANNER DISPLAY GUIDELINES

## **Banner Program Overview**

The purpose of the City of Oklahoma City Banner Program is to provide xxx with locations to display banners that publicize public activities, events and programs that promote or celebrate the City, its civic institutions, City-recognized holidays, or other public events or activities.

Banner locations cannot be used for the display of commercial banners or decorations nor can they be used for the display of banners promoting any political or religious organization or any political or religious message. The City of Oklahoma City reserves the right to request from banner donors any information needed to determine if the donor's proposed use of City banner locations is in compliance with the City's banner ordinance.

## **Banner Reservation Process**

The Traffic Management Division administers the banner reservation program. To apply to use banner display sites, complete the accompanying application and return it to the Traffic Management Division.

Final banner location reservation approval is based on availability and compliance with City ordinances.

**NOTE:** Privately-owned banner locations exist at a number of sites within the City limits. Any banners displayed at these locations are not subject to the City's banner policy, but *are* subject to the City's general sign ordinances.

## **Banner Installation and Removal**

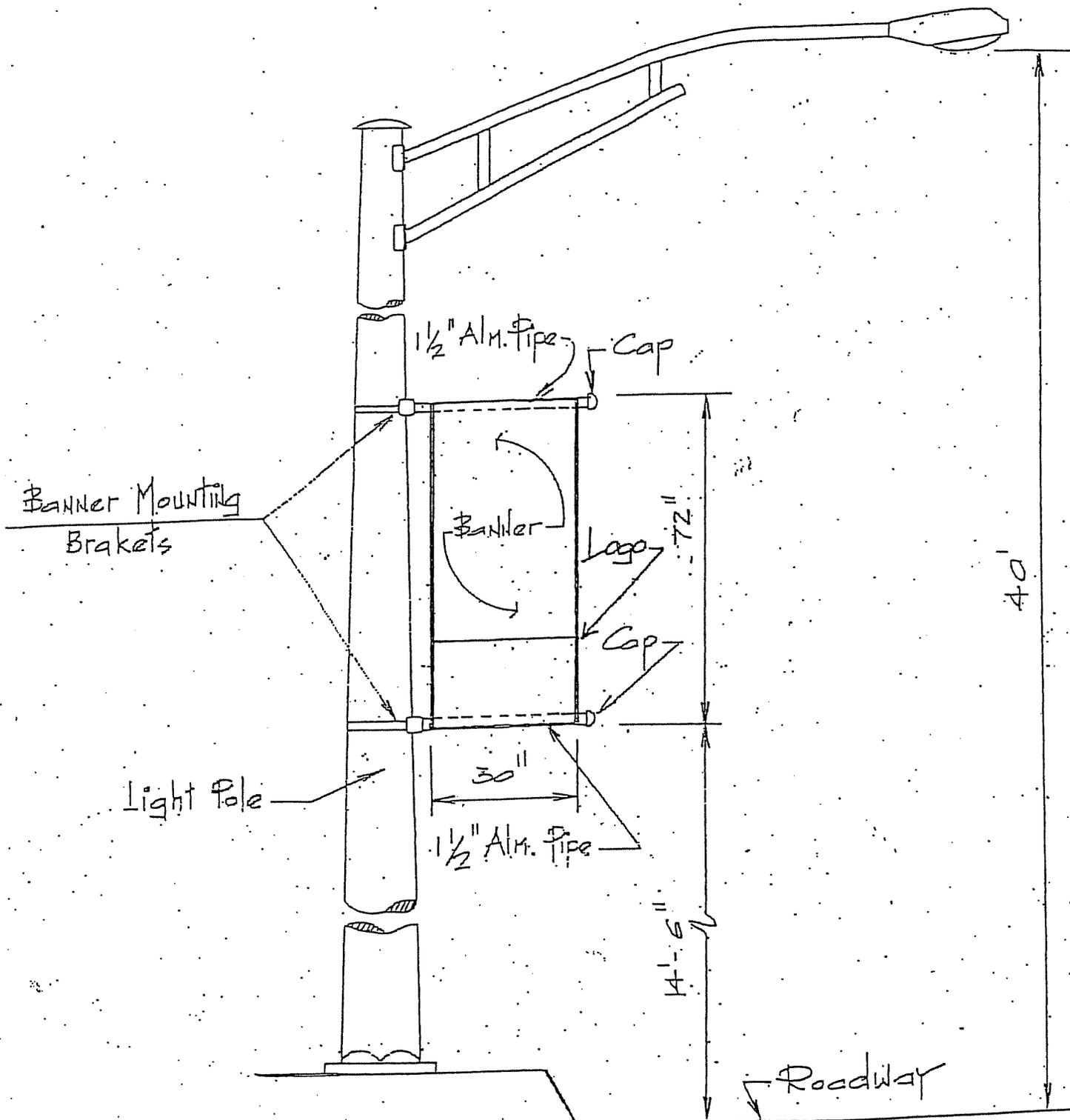
Installation and removal of banners must be done by a professional company that has been listed on the City of Oklahoma City Certified Contractors list. Banners must be taken down within 48 hours after the expiration of the permit or sooner upon notice from the City Manager or his designee.

**There is a 45-day limit for reserving banner locations, including installation and removal.** Installation should take place between 9 a.m. and 3 p.m. on weekdays, and installation companies must furnish traffic control signage while equipment is being used.

Banner installation companies **must** notify the Traffic Division of the City of Oklahoma City 48 hours prior to installing banners, (405) 297-2531.

Notify Traffic Management Division regarding location of broken banner brackets.

**No new banner brackets will be installed without specific approval of the City.**



Revision: 5

LEGEND

1 = Bracket is missing  
 4 = Bracket is turned

2 = Upper pipe is missing  
 5 = Lower pipe is missing

3 = Both pipes are missing  
 6 = Both brackets missing

## APPLICATION TO RESERVE OKC BANNER LOCATIONS

A City-wide banner location list has been provided for your use. Please note on the list which banner location your organization will need and return your request to the Traffic Management Office as soon as possible. (Note: Banners tend to look most striking and therefore be most effective when clustered together. For instance, lining one side of a street rather than sporadically scattering them in an area.) Reservations for particular banner locations are approved through the Traffic Management Division.

Group reserving banner locations: \_\_\_\_\_

Public Activity being promoted on banner: \_\_\_\_\_  
*(Description of banner graphics and copy)*

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

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

Day Phone: (    ) \_\_\_\_\_ Phone: (    ) \_\_\_\_\_

Proof of Non-Profit attached    \_\_\_\_\_ Yes    \_\_\_\_\_ No

Illustrated design of banner attached    \_\_\_\_\_ Yes    \_\_\_\_\_ No

Company coordinating illustration of banners:

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_

Date(s) and time of installation: \_\_\_\_\_

Date(s) and time of removal: \_\_\_\_\_

Number of poles being reserved: \_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant

Installation/removal plans approved by: \_\_\_\_\_

**City Traffic Engineer**

*(Banner installation companies **must** notify the Traffic Management Division 48 hours prior to installing banners.)*

**Return banner reservation application to:  
OKLAHOMA CITY TRAFFIC MANAGEMENT DIVISION  
420 WEST MAIN STREET, SUITE 600  
OKLAHOMA CITY, OK 73102  
(405) 297-2531**