

# Bridge Banner Standards

<b>Applies To:</b>	Banners and other displays hung from the Capitol Way Bridge. These standards do not apply to hand held banners and other displays held inside the bridge railing.
<b>Authorizing Sources:</b>	State law – <a href="#">RCW 43.19.125 Capitol buildings and grounds—Custody and control.</a> State Rule - <a href="#">WAC 200-220 Use of the public areas of the capitol grounds</a>
<b>Information Contact:</b>	Visitor Services
<b>Effective Date:</b>	January 7, 2013
<b>Last Update:</b>	June 15, 2017
<b>Sunset Review Date:</b>	April 28, 2020
<b>Approved By:</b>	<hr style="width: 200px; margin-left: auto; margin-right: 0;"/> Chris Liu Director

## Purpose

The purposes of these standards are to:

- Operate the Capitol Way Bridge as a limited public forum by establishing uniform, reasonable, and viewpoint-neutral standards for Enterprise Services to apply when reviewing bridge banner permit applications;
- Make sure that banners and other displays are hung from the Capitol Way Bridge in a safe manner; and
- Minimize the potential for undue distraction of drivers and other unsafe conditions resulting from banners hung from the Capitol Bridge.

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## Standards

These standards are used jointly with DES Enterprise policy governing [Displays on the Capitol Campus](#).

Topic	Standards
1. Inspection	Prior to being hung, all banners will be inspected by the Department of Enterprise Services (DES) and confirmed that the banner meets or exceeds the requirements of this standards.
2. Size	Banners shall be no more than 30 feet in length and no more than 3 1/2 feet in height.
3. Artwork	<ul style="list-style-type: none"> <li>▪ Non-state governmental banners must identify the sponsor and contain a disclaimer stating that the banner is not owned, maintained, promoted or supported by or associated with the state.</li> <li>▪ Commercial logos are discouraged; however, when required by contractual sponsorship commitment, commercial logos may not exceed 10% of the total banner area.</li> </ul>
4. Installation	<ul style="list-style-type: none"> <li>▪ All banners will be hung and removed by DES. No one else is permitted to hang or remove a banner.</li> <li>▪ The top of the banner shall not be above the bridge handrail and the bottom of the banner shall not hang below the bottom of the bridge structure.</li> <li>▪ The banner shall be secured to the bridge using extra heavy duty cable zip ties. The ties shall be made from U.V. stabilized weather resistant U.L. approved nylon 6/6. The ties shall have tensile loop strength of 175 lbs. or more.</li> </ul>
5. Construction	<p>The banner material must be “breeze through material” (mesh type) or vinyl with air slits.</p> <ul style="list-style-type: none"> <li>▪ Mesh type: <ul style="list-style-type: none"> <li>○ Banner seams shall be reinforced at least triple thickness on all four sides.</li> <li>○ Edge seams shall have heavy-duty grommets, with a half-inch minimum opening every five feet on top and bottom and on all corners. Grommets shall be positioned inside the reinforced seam for added strength.</li> </ul> </li> <li>▪ Vinyl banners: <ul style="list-style-type: none"> <li>○ 18-oz.or greater, 4-ply PVC laminate</li> <li>○ Banner seams shall be reinforced at least triple thickness on all four sides.</li> <li>○ A minimum of five six-inch semi-circular wind slits shall be evenly placed throughout the banner.</li> <li>○ Seams shall #4 grommets every five feet on top and bottom and on all corners. Grommets shall be positioned inside the reinforced seam for added strength.</li> </ul> </li> </ul>

6. Permitted Categories of Banners	<p>All banners eligible for hanging on the pedestrian bridge railing must first and foremost fall under one or both of the following categories:</p> <ul style="list-style-type: none"><li>▪ <b>Public event announcements.</b> Announcements of future events open to the public not otherwise prohibited under <a href="#">Topic 7</a> of this standard that are sponsored by either a government entity or a nonprofit corporation that has a current registration from Washington or another state and is exempt from taxation under <a href="#">Section 501(c)(3)</a> or <a href="#">(c)(4)</a> of the <a href="#">Internal Revenue Service Tax Code</a>;</li><li>▪ <b>Public service announcements.</b> Announcements not otherwise prohibited under Topic 7 of this standard that are sponsored by either a government entity or a nonprofit corporation that is exempt from taxation under Section 501(c)(3) or (c)(4) of the Internal Revenue Service Code, and which must be directed to the general public and relate directly to:<ol style="list-style-type: none"><li>1. Prevention or treatment of illnesses;</li><li>2. Promotion of safety or personal well-being;</li><li>3. Promotion of a governmental program;</li><li>4. Education or training;</li><li>5. Art or culture;</li><li>6. Provision of children and family services; and/or</li><li>7. Provision of services and programs that provide support to low income citizens, senior citizens, or people with disabilities.</li></ol></li></ul>
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7. Prohibited Categories of [Banners](#)

Enterprise Services will not accept any banner for display on the pedestrian bridge railing if it falls within one or more of the following categories:

1. Promotes or opposes a political party, any ballot proposition, referendum or initiative, or the election of any candidate or group of candidates for local, state, judicial, or federal government offices;
2. Prominently or predominately advocates or expresses a political message, including but not limited to an opinion, position, or viewpoint regarding disputed economic, political, moral, religious or social issues or related matters, or support for or opposition to disputed issues or causes;
3. Is false, misleading, or deceptive;
4. Promotes unlawful or illegal goods, services, or activities, or involves other unlawful conduct;
5. Falsely implies or declares an endorsement by [Enterprise Services](#) or the state of any service, product, or point of view;
6. Encourages or depicts unsafe or illegal behavior;
7. Depicts or describes in a patently offensive manner sexual or excretory activities so as to satisfy the definition of obscene material under applicable state, local, or federal law, as applicable at the time a decision is rendered on approval of the banner application;
8. Contains material which, if sold or loaned to a minor for monetary consideration with knowledge of its character and content, would give rise to a violation of applicable state, local or federal laws prohibiting the dissemination of indecent material to minors, as applicable at the time a decision is rendered on approval of the banner application;
9. Contains material which, if displayed with knowledge of its character and content, would give rise to a violation of applicable state, local, or federal laws prohibiting the public display of offensive sexual material, as applicable at the time a decision is rendered on approval of the banner application;
10. Primarily promotes tobacco or any tobacco-related product, vaping, alcohol, or marijuana;
11. Contains an image of a person who appears to be a minor in sexually suggestive dress, pose, or context;
12. Contains material the display of which [Enterprise Services](#) reasonably foresees has significant potential to incite or provoke violence or other immediate breach of the peace, and so harm, disrupt, or interfere with safe, efficient, and orderly use of Capitol Way or the pedestrian bridge;
13. Contains material that demeans or disparages an individual or group of individuals. For purposes of determining whether a banner contains such material, Enterprise Services will determine whether a reasonably prudent person, knowledgeable of prevailing community standards, would believe that the banner contains material that is abusive to, or debases the dignity of, an individual or group of individuals;
14. Contains sexually explicit material that appeals to the prurient interest in sex or is so violent, frightening, or otherwise disturbing as to reasonably be deemed harmful to minors;
15. Promotes an escort service or sexually oriented business.

## History

### **Adopted:**

January 7, 2013 – Transitioned bridge banner standards from the Department of General Administration to the Department of Enterprise Services. No changes to content were made.

### **Amended:**

August 22, 2016 – In order to reduce risk, these standards were updated to restrict bridge banner hanging to DES personnel. This change is effective October 6, 2016.

April 28, 2017 – Updated in order to align with changes to DES's policy governing bridge banners hung from the pedestrian bridge, including re-numbering this standard to make clear these standards are directly associated with the Displays on the Capitol Campus policy.

June 15, 2017 – Eliminated requirement for seams to be reinforced with 3/8" nylon rope. This requirement exceeds the industry standard and adds unnecessary cost to sponsors.

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*Need an earlier version of these standards? E-mail [jack.zeigler@des.wa.gov](mailto:jack.zeigler@des.wa.gov)*