



STREETLIGHT BANNER APPLICATION



City of Redding
777 Cypress Avenue
Redding CA 96001
(530) 225-4020
FAX: (530) 225-4495
www.ci.redding.ca.us

Applicant Information

Organization/Company Name _____ Date _____

Address _____ State _____ Zip Code _____

Phone _____ E-mail _____

Contact Information Same as above

Name _____ Date _____

Address _____ State _____ Zip Code _____

Phone _____ E-mail _____

Banner Information

Time period requested (30 days maximum) _____

Banner Locations Requested: Parkview Ave. Churn Creek Bechelli Ln. Cypress Ave. Hilltop Dr.

Poles Requested: All Available poles at indicated streets

Specific poles as circled on attached Electric Department location maps

Indemnification: Signature below indicates Permittee hereby indemnifies and holds the City, its officers, employees, and representatives, harmless from all liability for damage or claims for damage for personal injury, including death, and claims for property damage, which may arise from the direct or indirect operations of the Permittee, agents, employees, or other persons acting on the Permittees' behalf for all damages and claims for damages suffered or alleged to have been suffered by reason of the obligations referred to in the Permit, regardless of whether or not the City approved plans or specifications or inspected any of the signs erected pursuant to this Permit.

Fee calculation: Application = \$ 100 JO # 6917-11

Technology Surcharge = \$ 5 JO # 5433-96

Number of Banners _____ @ \$50 per banner = \$ _____ JO # 6921-28

Total due = \$ _____

Signature of Permittee _____

Date _____

FOR OFFICE USE:

Approved _____ Date _____

Approved Dates for Display _____

Comments/Conditions:



STREETLIGHT BANNER PROGRAM



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GENERAL PROVISIONS

All streetlight banners located within the City of Redding public right-of-way shall comply with Chapter 18.42 of the Redding Municipal Code. Only those streetlight banners approved and permitted by the Development Services Director as being in compliance with the City's Street Banner Program may be installed within the public right-of-way.

Permits for streetlight banners issued pursuant to Chapter 18.42 shall be granted only to nonprofit civic organizations or governmental bodies for the purpose of bringing to the attention of the public events which are of a general public interest and shall be subject to such terms and conditions as shall be reasonably imposed.

No permits shall be issued to further political or religious purposes or purposes primarily involving private financial gain. Nothing in this chapter shall be construed to prohibit the issuance of a permit for a street banner welcoming the convention or similar gathering of a private, religious, or political organization. Permits for streetlight banners shall be granted for a period of not more than 30 days unless a longer period is specifically requested and justified due to special or extraordinary circumstances.

PERMIT PROCESS

- A. No temporary streetlight banner shall be installed within any public right-of-way without first obtaining a permit issued by the Development Services Director in accordance with regulations provided in Chapter 18.42 of the Redding Municipal Code, the standards set forth in this Temporary Streetlight Banner Program, and Electric Construction Standards 558.00 through 558.03.
- B. Applications for a temporary banner permit shall be submitted to the Development Services Director on a form supplied by the City of Redding at least 30 days prior to the desired installation date. Streetlight banner permits may be requested up to one year in advance of the desired installation date and will be approved on a first-come, first-served basis.
- C. All streetlight banner applications shall contain a sketch of the proposed banner(s), depicting banner content and dimensions.
- D. The Development Services Director shall determine if the application complies with the standards specified in this policy.
- E. The Development Services Director shall approve or deny the application within 5 business days.
- F. The Development Services Director shall approve the permit if the application conforms with the standards contained in this policy and the requirements of Chapter 18.42 of the Redding Municipal Code.

- G. The Development Services Director shall deny the permit if the application does not conform to the standards in this policy and/or the requirements of Chapter 18.42 of the Redding Municipal Code. The applicant shall be given written notice of, and the reasons for, the denial.
- H. The Development Services Director shall impose an application fee to cover the processing cost of the streetlight banner sign permit and collect the fee at the time of application.
- I. The Permittee shall agree to indemnify and hold harmless the City of Redding from any damages resulting from the failure or malfunction of permittee's banner(s).
- J. The City of Redding will not be responsible for theft or damage of banners.
- K. Banner installation is allowed only on decorative streetlight standards in the following areas:
 - ▶ Parkview Avenue between State Route 273 and State Street.
 - ▶ South Bechelli Lane.
 - ▶ Cypress Avenue.
 - ▶ Hilltop Drive between Cypress Avenue and State Route 44.
 - ▶ Churn Creek Road south of Arizona Street.
 - ▶ Other locations as may be specifically authorized by the City Council.
 - * North Market Street is not regulated by this program and is solely authorized by separate agreement with Caltrans.
- L. Only banner types meeting the definitions set forth in **Exhibit "A"** to this policy shall be allowed under the provisions of the Streetlight Banner Program.

STANDARDS

A. Manner of Installation

1. Banners on decorative streetlight poles shall be 2.5 feet wide and 5.0 feet high.
2. No banners shall be installed on any decorative streetlight pole supporting 2 lighting fixtures.
3. No more than one banner shall be installed on any decorative streetlight pole supporting a single lighting fixture.
4. Banners mounted toward the street and subject to being struck by vehicular traffic must be mounted at least 14 feet above the road surface. Banners mounted away from the road and not subject to vehicular traffic must be mounted at least 11 feet above the sidewalk.
5. All banner brackets on streetlight poles must be installed using stainless steel band clamps, and the brackets and arms must be sufficiently strong to withstand wind loads generated by 80-mile-per-hour winds. Banner arms shall have "flex" capabilities to reduce the wind loading that occurs on the pole as a result of the banner.

6. All streetlight pole(s) being used must be inspected and approved by the Electric Department prior to installation.
7. Banners shall be installed only at locations specified on the permit.
8. Banners shall be installed and removed by City personnel in strict compliance with the traffic control, signage, and warning-device criteria specified in the Caltrans manual of traffic control. The cost of banner installation and removal shall be paid by the Permittee prior to installation of the banners.

B. Time of Installation

1. Permittee shall deliver the banner(s) to the City of Redding Electric Department, 20055 Viking Way #2, Redding, CA 96003, a minimum of five (5) business days prior to the installation of any banner on streetlight poles pursuant to the permit.
2. All banners and supporting material shall be removed within 30 days after the date of installation unless an extension of time is specifically requested by the applicant and approved by the Development Services Director. The length of the time extension shall be as specified by the Development Services Director.

C. Place of Installation

1. Banners shall only be installed on City-owned poles and standards.
2. Banners shall not be installed on any pole or standard which could create sight-distance problems for pedestrian or vehicular traffic.
3. Banners shall only be installed at the approved locations indicated on the plan submitted with the banner application.

EXHIBIT "A" TO COUNCIL POLICY "STREETLIGHT BANNER PROGRAM"

DEFINITION OF BANNER TYPES

1. *Community Event*

Defined as an event or a series of related events involving a subject matter of interest to a significant portion of the residents of the city that promotes civic pride in a local community within the city or for the city as a whole, that is not a purely commercial enterprise, and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.

2. *Charitable Event*

Defined as an event or a series of related events involving a subject matter of interest to a significant portion of the residents of the city, where the proceeds, if any, will directly benefit a charitable organization that maintains its charitable status pursuant to Internal Revenue Code Sec 501(C)(3).

3. *Nonprofit or Not-for-Profit Event*

Defined as an event or series of related events involving a subject matter of interest to a significant portion of the residents of the City that is sponsored by an organization which is incorporated or otherwise organized as a nonprofit organization pursuant to the laws of the State of California or the United States and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.

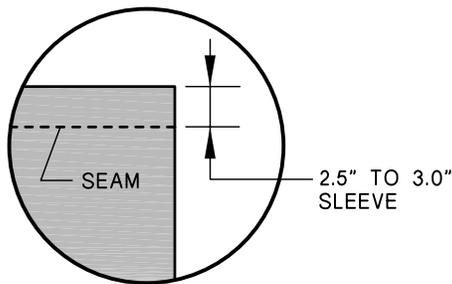
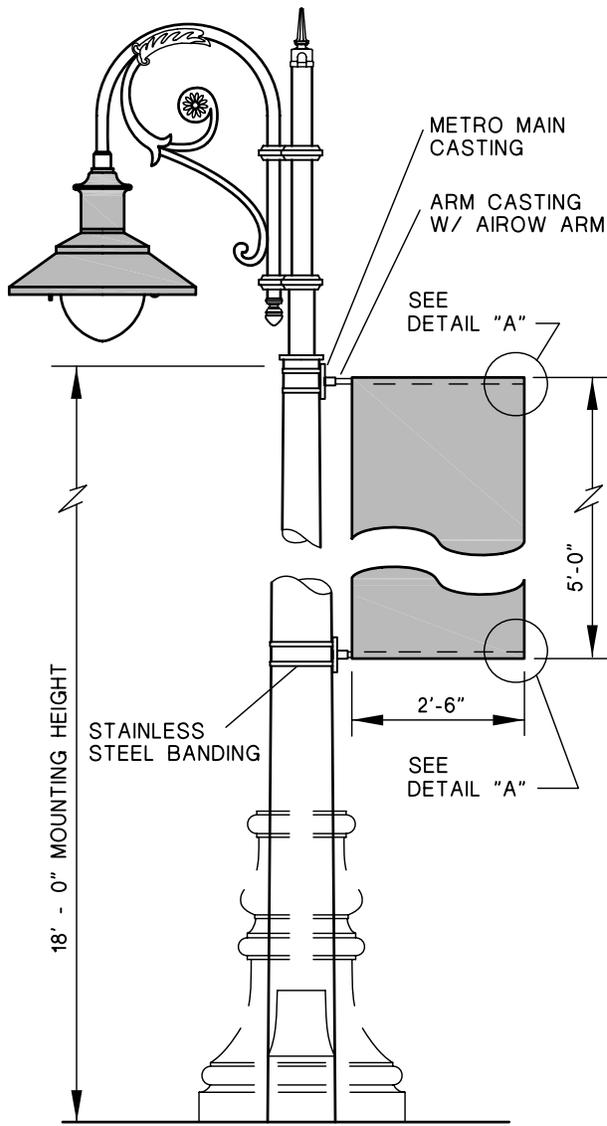
4. *City Event*

Defined as an event or series of related events involving a subject matter of interest to a significant portion of the residents of the city that is also an event sponsored by the City, any of its operating departments, boards, commissions, or bureaus, and that has been approved by the City Council.

5. *Noncommercial Civic Identification*

Defined as area or community identification public service or civic announcement or recognition of the existence of a neighborhood or commercial district in the city.

NOTES :



DETAIL "A"

- 1.) A permit from the Development Services Director must be issued prior to any banner being installed on a decorative pole. Banners will only be installed at the approved locations indicated on the plan submitted with the banner application.
- 2.) All banners should be delivered to Redding Electric Utility, 20055 Viking Way, Building No. 2, Redding, CA 96003 five (5) business days prior to the installation of the banner pursuant to the permit.
- 3.) One single banner may be hung on decorative streetlight poles with one luminaire. Banners will not be allowed on any decorative streetlight poles with two luminaires.
- 4.) Banners may be installed on decorative streetlight poles at the following locations:
 - Parkview Avenue between State Route 273 and State Street.
 - Bechelli Lane north of South Bonnyview Road.
 - Cypress Avenue between Athens Avenue and State Route 273.
 - Churn Creek Road south of Arizona Street.
 - Hilltop Drive between Hwy 44 on-ramp and E. Cypress Avenue.
- 5.) Banners must be two and a half (2.5) feet wide and five (5) feet long.
- 6.) The banner will be mounted on the back side of the decorative streetlight pole with the top of the banner at a height of approx. eighteen (18) feet.
- 7.) All banner brackets shall be Kalamzoo Banner Works BannerFlex Metro with Airow 30" Premium Arms or approved equal.
- 8.) All banner brackets on decorative streetlight poles will be installed using stainless band clamps.
- 9.) All banner brackets and band clamps shall be powder coated to match the decorative streetlight pole.
- 10.) When banner brackets are not being utilized to display a banner, the arm casting shall be removed with the pole main casting and band clamps left on the pole.
- 11.) Banners shall be removed within thirty (30) days after the date of installation unless an extension of time is specifically approved by the Development Services Director.

ADD CHURN CREEK AND HILLTOP NOTE 4

SHEET 1 OF 6

ELECTRIC CONSTRUCTION STANDARD



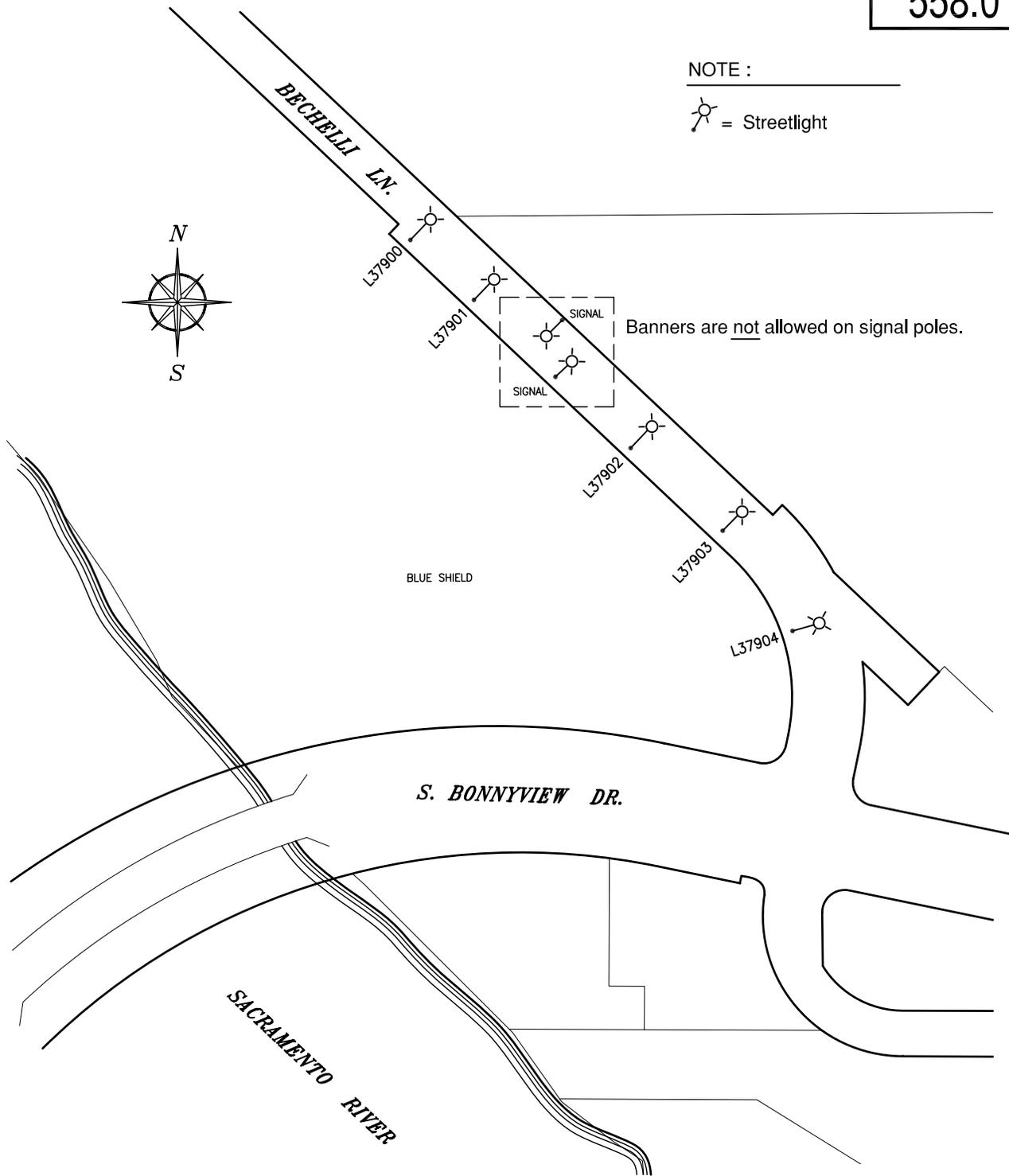
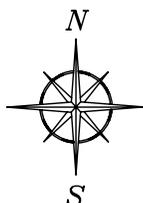
DECORATIVE STREETLIGHT BANNER SPECIFICATIONS

DES/REV	DATE	ASSISTANT DIRECTOR - DISTRIBUTION	REVISED	DWG. NO.
RLH/RLH	07/13/07	<i>B. King</i>	05/26/09	CS5161



NOTE :

 = Streetlight



2 OF 6

SHEET 2 OF 6

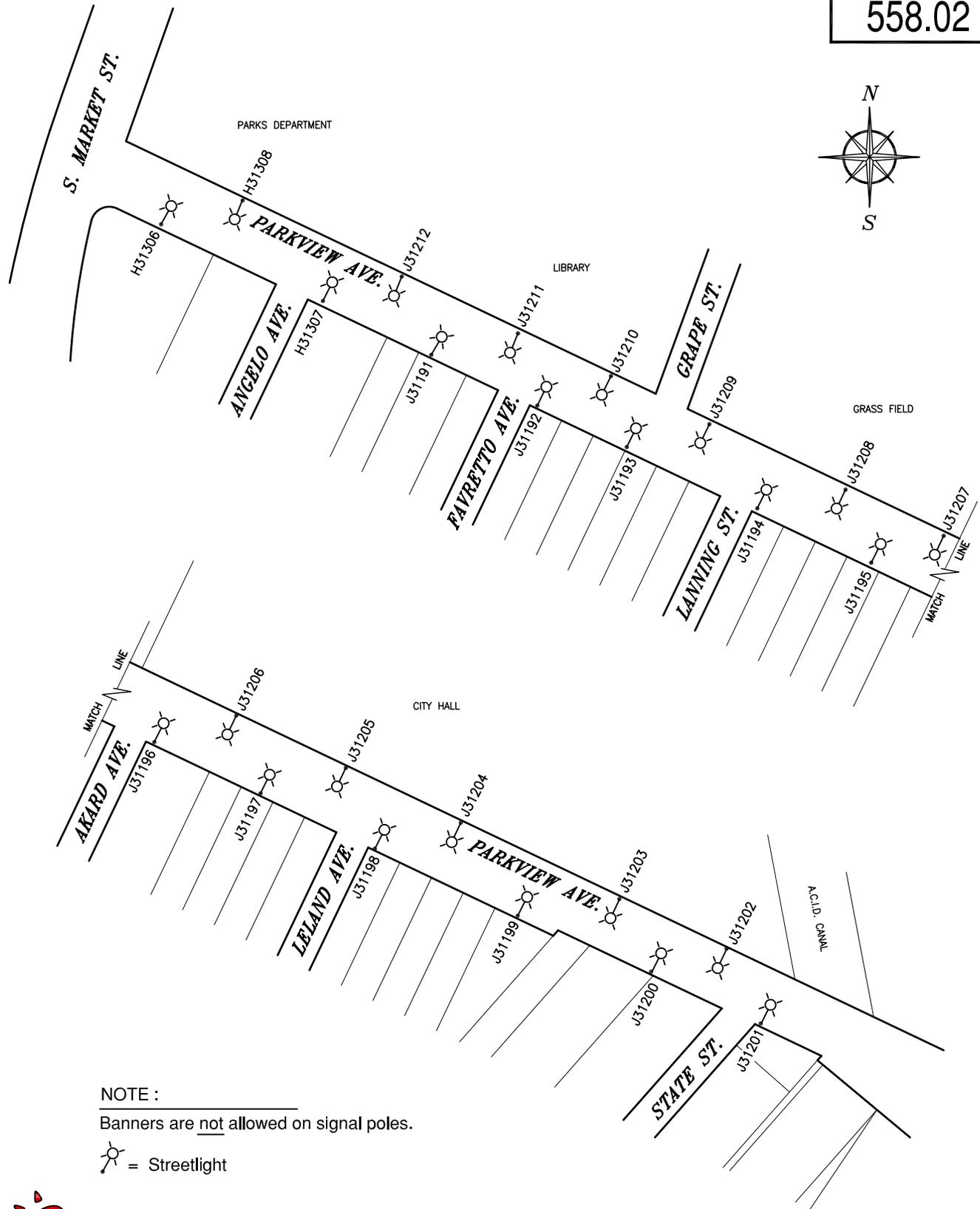
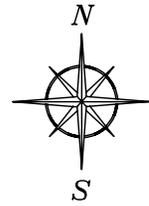
ELECTRIC CONSTRUCTION STANDARD

DECORATIVE STREETLIGHT BANNER SPECIFICATIONS



DES/REV	DATE	ASSISTANT DIRECTOR - DISTRIBUTION	REVISED	DWG. NO.
RLH/	07/31/07	<i>B. King</i>	05/26/09	CS5161





NOTE :

Banners are not allowed on signal poles.

 = Streetlight

3 OF 6

SHEET 3 OF 6

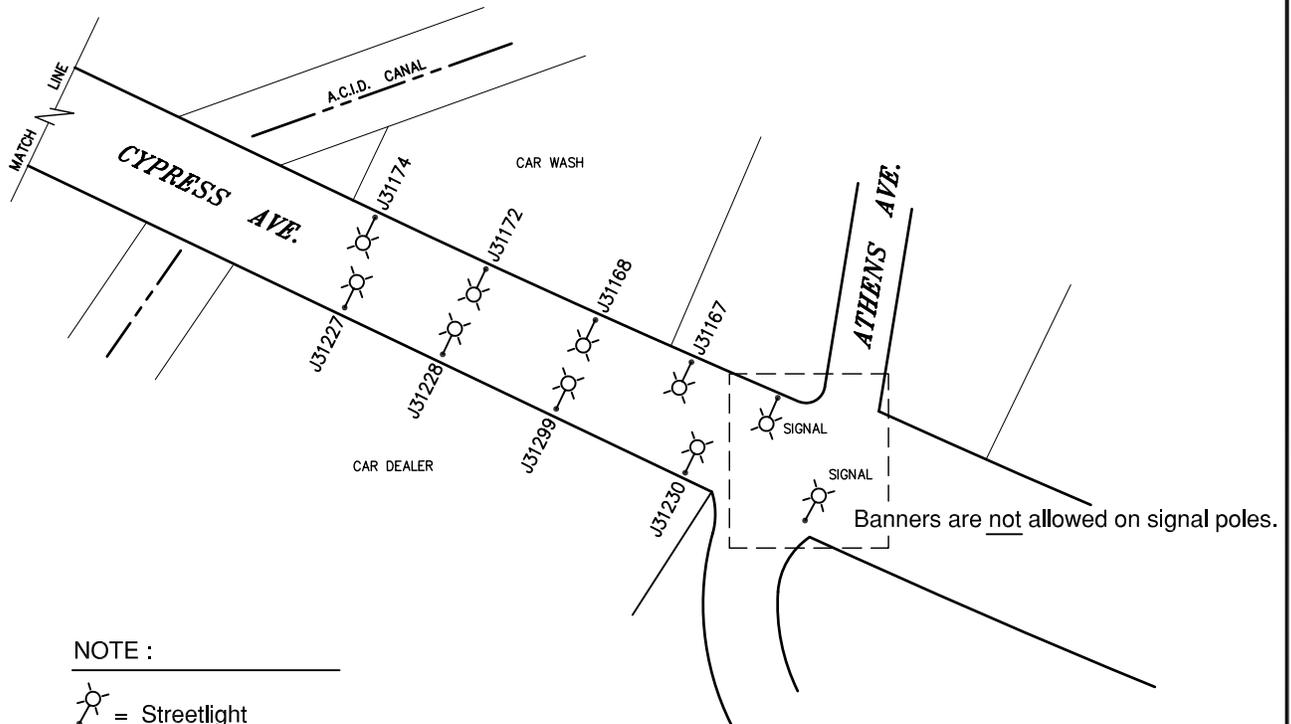
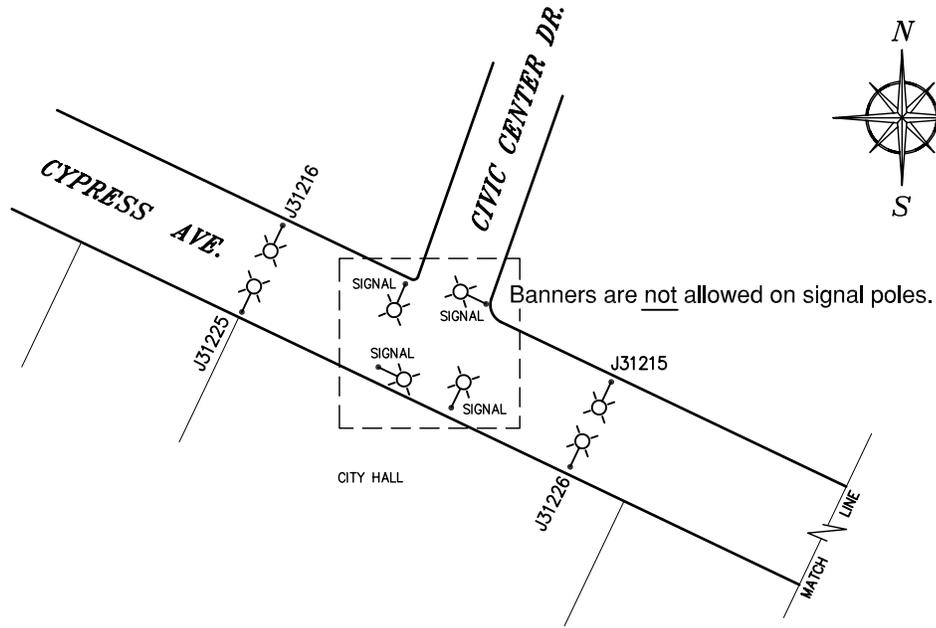
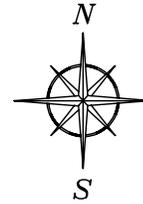


ELECTRIC CONSTRUCTION STANDARD

DECORATIVE STREETLIGHT BANNER SPECIFICATIONS

DES/REV	DATE	ASSISTANT DIRECTOR - DISTRIBUTION	REVISED	DWG. NO.
RLH/	07/31/07	<i>B. King</i>	05/26/09	CS5161





NOTE :

 = Streetlight

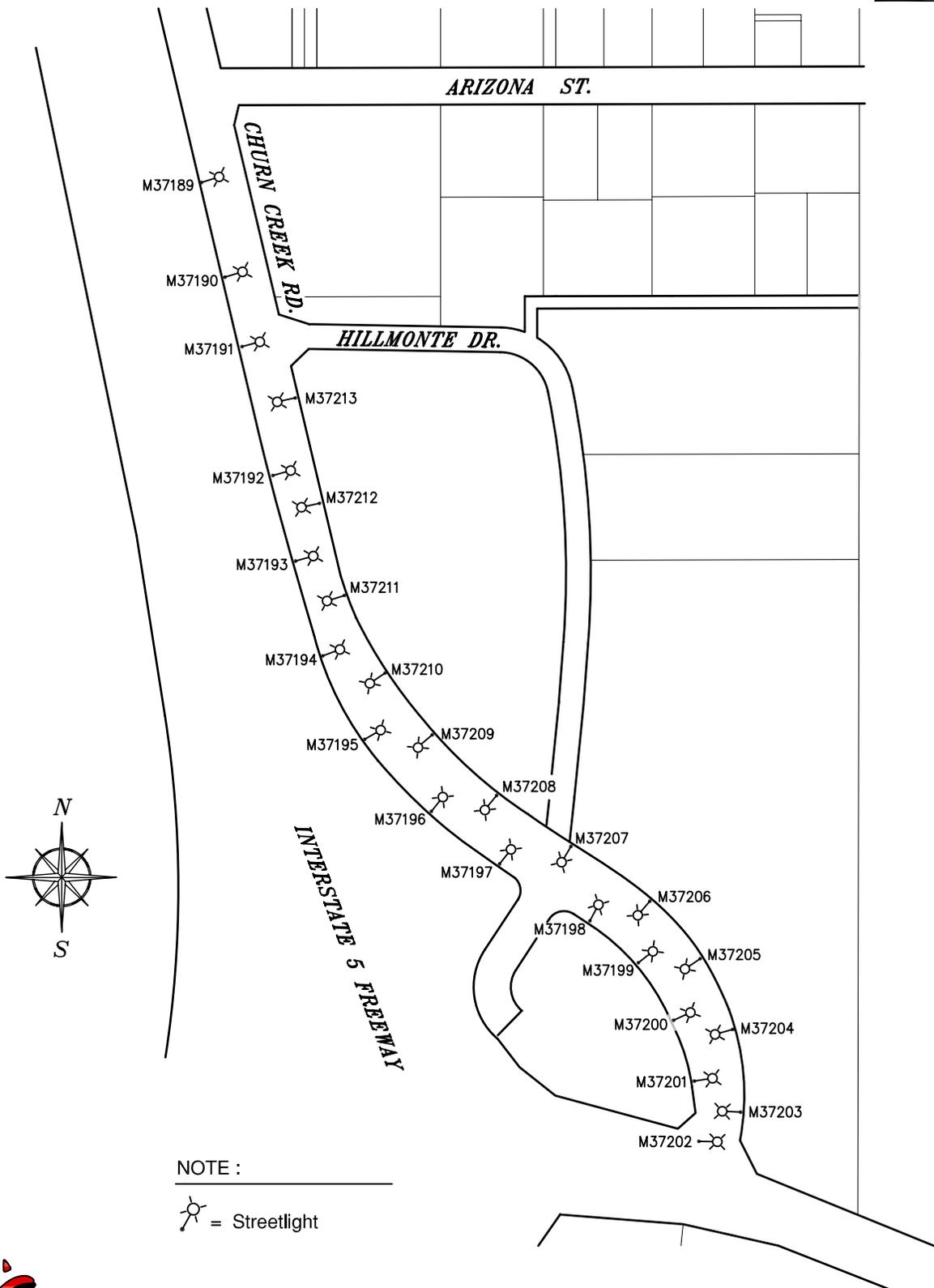
Banners are not allowed on decorative streetlights in median of Cypress Avenue due to wind loading constraints.



DECORATIVE STREETLIGHT BANNER SPECIFICATIONS

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NOTE :

 = Streetlight



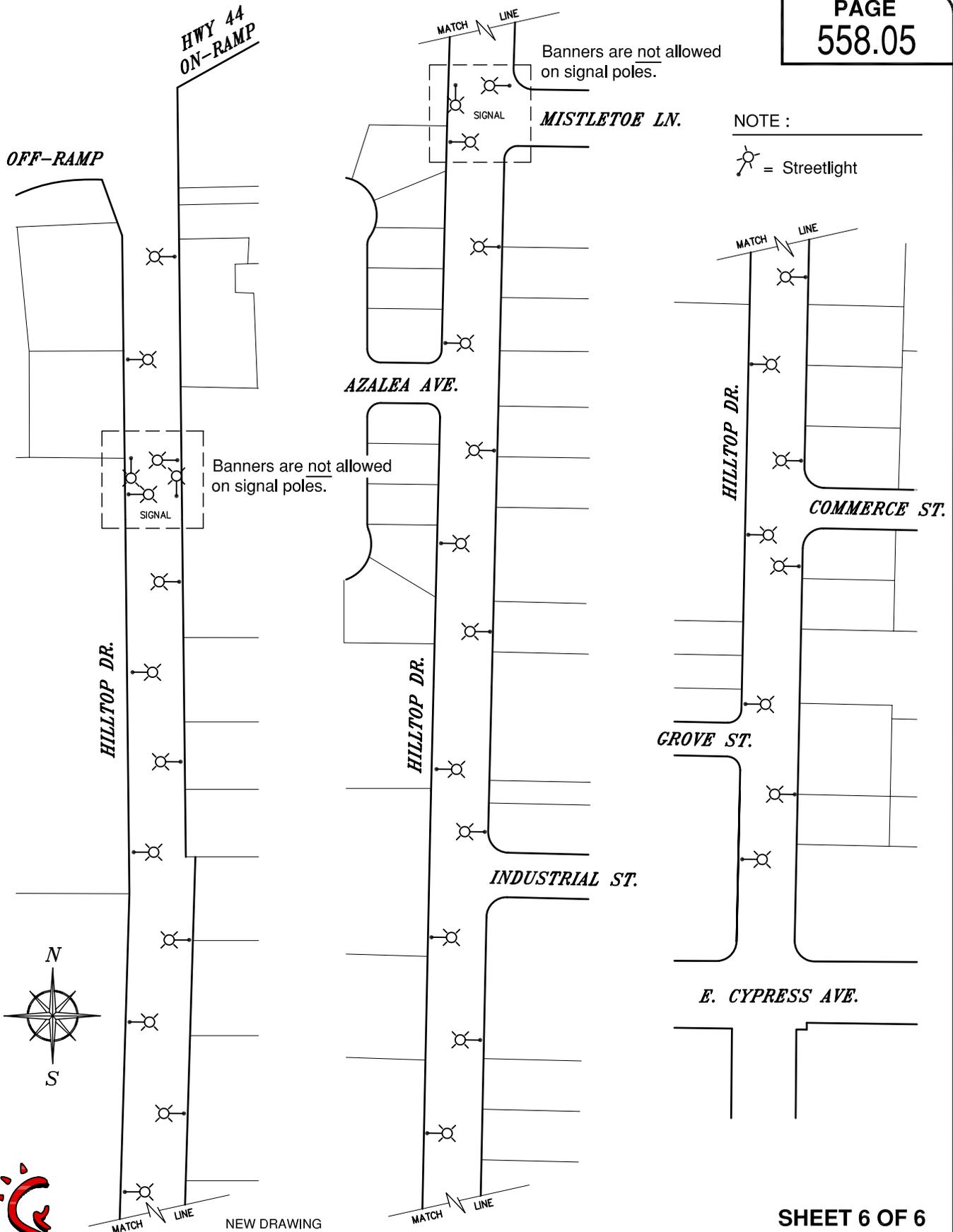
NEW DRAWING

SHEET 5 OF 6

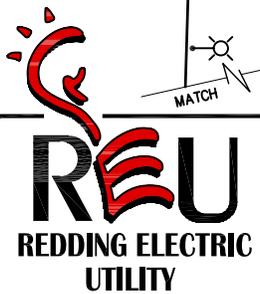
ELECTRIC CONSTRUCTION STANDARD

DECORATIVE STREETLIGHT BANNER SPECIFICATION

DES/REV	DATE	ASSISTANT DIRECTOR - DISTRIBUTION	REVISED	DWG. NO.
RLH/RLH	5/26/09	<i>B. King</i>		CS5161



NOTE :
 = Streetlight



NEW DRAWING

SHEET 6 OF 6

ELECTRIC CONSTRUCTION STANDARD

DECORATIVE STREETLIGHT BANNER SPECIFICATION

DES/REV RLH/RLH	DATE 5/26/09	ASSISTANT DIRECTOR - DISTRIBUTION <i>B. King</i>	REVISED	DWG. NO. CS5161
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