

**CITY OF REDDING, CALIFORNIA
COUNCIL POLICY**

SUBJECT	RESOLUTION NUMBER	POLICY NUMBER	EFFECTIVE DATE	PAGE
STREET BANNER PROGRAM (TEMPORARY NONCOMMERCIAL STREET BANNERS WITHIN THE PUBLIC RIGHT-OF-WAY)	07-119	1302	08-01-07	1 of 3

PURPOSE

To proscribe the manner and locations that banners may be installed within the public street right-of-way. Temporary street banners shall be installed in strict compliance with the provisions of this policy, Chapter 18.42 of the Redding Municipal Code, and any conditions imposed on the permit by the Development Services Director and, if required, by the Electric Utility Director. The City Council has determined that the standards contained in this policy and the provisions of Chapter 18.42 of the Redding Municipal Code are the least restrictive means available to accomplish the public safety, economic, and aesthetic objectives of the City Council.

GENERAL PROVISIONS

All Street Banners located within the City of Redding public right-of-way shall comply with Chapter 18.42 of the Redding Municipal Code. Only those Street 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 street 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 street banners shall be granted for a period of not more than thirty (30) days unless a longer period is specifically requested and justified due to special or extraordinary circumstances.

PERMIT PROCESS

- A. No temporary street 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 and the standards set forth in this Temporary Street Banner Program.
- 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 thirty (30) days prior to the desired installation date. Street Banner permits may be requested up to one (1) year in advance of the desired installation date and will be approved on a first-come, first-served basis.
- C. All Street Banner applications shall contain a sketch of the proposed banner(s), depicting banner content and dimensions.

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- 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 five (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 Street 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:
 - ▶ Market Street Demonstration Block.
 - ▶ Parkview Avenue between State Route 273 and State Street.
 - ▶ North Market Street (as may be authorized by separate agreement with Caltrans).
 - ▶ South Bechelli Lane.
 - ▶ Cypress Avenue.
 - ▶ Hilltop Drive between Cypress Avenue and the State Route 44 overcrossing.
 - ▶ Churn Creek Road between Arizona Street and South Bonnyview Road.
 - ▶ Other locations as may be specifically authorized by the City Council.
- L. Only banner types meeting the definitions set forth in **Exhibit "A"** to this policy shall be allowed under the provisions of the Street Banner Program.

STANDARDS

A. Manner of Installation

1. Banners on decorative streetlight poles shall be no more than 2.5 feet wide and 4.0 feet high.
2. No more than two (2) banners shall be installed on any decorative streetlight pole supporting two (2) lighting fixtures.
3. No more than one (1) banner shall be installed on any decorative streetlight pole supporting a single lighting fixture.

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4. Banners mounted toward the street and subject to being struck by vehicular traffic must be mounted at least fourteen (14) feet above the road surface. Banners mounted away from the road and not subject to vehicular traffic must be mounted at least eleven (11) feet above the sidewalk.
5. All banner brackets on streetlight poles must be installed using stainless steel band clamps, and the brackets must be sufficiently strong to withstand wind loads generated by eighty- (80) mile-per-hour winds. Banner brackets shall have "break-away" capabilities to prevent pole failure in the event of vehicle contact or winds in excess of eighty (80) miles per hour.
6. Poles or standards must be wrapped with forty-five (45) ml thick black rubber sheet or other preapproved material under all steel brackets and clamps, and no portion of any bracket shall be in direct contact with the surface of any streetlight pole or standard. In addition, 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) and all necessary mounting hardware to City of Redding Electric Department, 20055 Viking Way, #2, Redding, CA 96003 a minimum of two (2) 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 thirty (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 "STREET 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 which 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.