

CITY OF YUBA CITY  
STAFF REPORT

**Date:** February 4, 2020  
**To:** Honorable Mayor & Members of the City Council  
**From:** Administration  
**Presentation By:** George Barlow, Administration Analyst

---

**Summary**

**Subject:** Street Banner Policy and Program

**Recommendation:** Adopt a Resolution approving the Street Banner Policy and Program Guidelines

**Fiscal Impact:** There will be no impact to the General Fund. All costs associated with the Street Banner Program will be funded by the banner installation charges.

---

**Purpose:**

To provide a venue for additional advertising space to promote community-based events co-sponsored, supported, or endorsed by the City.

**Background:**

In the last couple of years, the interest in street light pole banners has increased with the formation of the Tourism District and its partnership with the Yuba-Sutter Chamber of Commerce. Staff expects that the interest in the usage of banners will continue and has proposed implementation of a banner policy and program guidelines (Attachment B) for approval and scheduling of exhibits to ensure a fair and cooperative process and to avoid conflicts in competing for prime display space.

The Street Banner Program provides guidelines and sets forth a process for managing banner placement in the Yuba City area. For many years, banners have been exhibited on the City's light poles on an informal basis and used by the City. Public Works Department has facilitated the locations, hardware purchases and installation of the current banners on street light poles.

**Analysis:**

The goal of the Street Banner policy and program is to use well-designed banners on City light poles to accentuate City streetscapes and convey important messages to the public, including special community and civic events, local military, and cultural arts. This program will establish uniform procedures for the design, installation, maintenance, and removal of banners.

The program will apply to all banner locations (Attachment B). Because the banners are displayed in and on public property, the City will continue to exercise quality control and standards of consistency through internal review and approval of the content, messaging and design. A new banner application (Attachment C), has been prepared that requires the banner applicant to submit this information before installation of any banners on City light poles. Staff will review and approve artwork and content, then work with the various organizations on the details of installation

and exhibit scheduling, coordination among users, removal, and storage, verification of display period, minor maintenance and repair of hardware, etc.

There are approximately 48 Cobra-head poles and 32 Victorian poles with existing banner hardware within the boundary of the City. Organizations wishing to install banners on poles with no hardware may purchase hardware following the program guidelines. The locations must be approved by the City before the authorization of these purchases. The hardware will remain the property of the City.

The banner program is an effort that promotes community-based events, provides information to the public, denotes special areas of Yuba City, and visually enhances the overall streetscape. The policy and program guidelines will help facilitate the coordination among user organizations and minimize scheduling conflicts. Banner applications will be made available online.

**Fiscal Impact:**

There will be no impact to the General Fund. All costs associated with the Street Banner Program will be funded by the banner installation charges. Staff worked in coordination with Public Works staff in developing these guidelines.

**Alternatives:**

- Provide staff with direction to research other options.
- Do not adopt and continue with banners provided by the City.

**Recommendation:**

Adopt a Resolution approving the Street Banner Policy and Program Guidelines

**Attachments:**

- A. Resolution
- B. Street Banner Policy and Program Guidelines
- C. Street Banner Application

**Prepared By:**

*/s/ George Barlow*  
George Barlow  
Administration Analyst

**Submitted By:**

*/s/ Michael Rock*  
Michael Rock  
City Manager

**Reviewed By:**

Public Works

DL

Finance

SM

City Attorney

SLC (via email)

# **ATTACHMENT A**

**RESOLUTION NO.**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY  
APPROVING THE STREET BANNER POLICY AND PROGRAM GUIDELINES**

BE IT RESOLVED AND ORDERED BY THE CITY COUNCIL OF THE CITY OF YUBA CITY AS FOLLOWS:

WHEREAS, the City of Yuba City has developed a Street Banner Policy and Program Guidelines, attached hereto and referred hereinafter as Attachment "B," to facilitate the approval and coordination of vertical street banner displays in the Yuba City area; and

WHEREAS, said Program Guidelines provide for the submittal of a Banner Application, attached hereto and referred hereinafter as Attachment "C", to provide that requests are handled in a timely and fair manner, to assure quality of content and design, and to ensure appropriate messaging in accordance with City objectives and standards; and

WHEREAS, the Program Guidelines will support local community organizations and their events, provide information to the public, identify special geographic areas or key gateways of Yuba City, and enhance the appearance of streets and common areas; and

WHEREAS, the City Council has considered all information related to this matter, as presented at the public meetings of the City Council identified herein, including any supporting reports by City Staff, and any information provided during public meetings.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Yuba City, as follows:

1. The City Council hereby finds that the facts set forth in the recitals to this Resolution are true and correct, and establish the factual basis for the City Council's adoption of this Resolution.
2. The Yuba City Street Banner Policy and Program Guidelines, identified as Attachment "B" and attached hereto and incorporated herein by reference, are approved.
3. This Resolution shall take effect immediately upon its adoption.

The foregoing Resolution was duly and regularly introduced, passed, and adopted by the City Council of the City of Yuba City at a regular meeting thereof held on the 4th day of February 2020.

AYES:

NOES:

ABSENT:

---

Shon Harris, Mayor

ATTEST:

---

Patricia Buckland, City Clerk

APPROVED AS TO FORM  
COUNSEL FOR YUBA CITY:

---

Shannon Chaffin, City Attorney  
Aleshire & Wynder, LLP

# **ATTACHMENT B**

**YUBA CITY**  
**STREET BANNER POLICY AND PROGRAM GUIDELINES**

**February 4, 2020**

**PURPOSE:**

It is the goal of the City of Yuba City to design, install, and maintain improvements within public rights of way in a manner that facilitates, and does not adversely impact, the primary purpose of public rights of way, which is the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks. Consistent with this goal, when using public rights of way to communicate a City message on a sign, the City's primary purpose is to ensure that drivers, cyclists, and pedestrians are provided clear directional guidance.

Supplemental to these fundamental purposes of City rights of way, the City finds that limited spaces within the Designated Banner Areas map (Attachments 1) may be used by the City to communicate important City messages to the public, without adversely impacting the primary purposes identified above, as long as the guidelines outlined in this document are followed. To implement the use of banners within the Designated Banner Area to communicate a City message, the City Council hereby adopts the "Street Banner Program Guidelines".

**GOALS:**

The goals of the Street Banner Program Guidelines are as follows:

- The intent of the banner policy is to provide a venue for additional advertising space to promote community-based events co-sponsored, supported, or endorsed by the City. By creating this Banner Program, the City does not intend to create any type of public forum, and the City intends to maintain complete control over the content and design of the banners.
- To announce and publicize events that are open to the public, including special community events, cultural arts; to designate geographic areas, and market the downtown to visitors and locals alike;
- To use well-designed banners on City light poles and across City streets as an effective tool to accentuate City streetscapes and convey important City messages to the public;
- To welcome visitors to Yuba City and highlight key gateways to the area;
- To establish uniform procedures for the design, installation, maintenance, and removal of banners; and
- To limit and regulate the use of banners according to these Program Guidelines to not adversely impact the primary purposes of the use of City rights of way, which is the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks.

The Street Banner Program Guidelines shall only apply to banners located within City rights of way or City property, generally within or immediately adjacent to the City's downtown, but

not excluding other designated areas as more particularly shown on the banner location map attached hereto as (Attachment 1).

**GUIDELINES:**

Program Eligibility

The City, in its sole discretion, may use banners in the Designated Banner Area to promote the following:

- Community-based events endorsed, supported, or co-sponsored by the City, which are open to the public
- Designated geographical areas, or key gateways
- Holiday or annual seasons
- Cultural arts facilities open to the public
- Marketing opportunities for the downtown area
- Military/Veteran appreciation or other City-supported policy

The City will not allow banners to be used to promote any activity that is inconsistent with City policies. Banners will be disallowed as follows:

- Events that are not open to the public;
- Advertising activities or events for which the City is precluded from spending public funds (such as political campaigns or for the primary purpose of religious promotion or proselytizing);
- Advertising activities or events that are not in compliance with any local, State, or Federal law;
- Advertising activities or events that promote or permits violence or discrimination, or that is deemed offensive or divisive;
- Banners that include any image or message that is inconsistent with the Street Banner Program Guidelines.

Each authorized location for a banner within the Designated Banner Area, located on City light poles, is documented on the City banner location map. The City Manager may make written modifications to the authorized location for any banner outside the geographical area of the Designated Banner Area.

Banner Application Required

If a person (applicant) desires to assist the City in communicating a City message on a banner that is consistent with these Program Guidelines, the applicant must submit an application to the City in compliance with these Program Guidelines. No banner may be installed by any



private person within City property or a City right of way. Banners will only be installed by designated City employees or designated installer.

The City, through the City Manager, retains complete discretion to determine whether or not a particular application to communicate a particular message on behalf of the City is consistent with these Program Guidelines. If the City Manager determines that a particular message is not in compliance with these Program Guidelines, the City Manager may deny the application. The City Manager may suspend the program described in these Program Guidelines at any time by providing public notice to the City Council.

### Application Submittal Requirements

- The following information shall be submitted as part of an applicant's application to demonstrate compliance with the provisions of these street banner program guidelines:
  - A completed banner application form;
  - The name of the organization requesting the permit (the "applicant"), and the name, mailing address, email address, and telephone number of the person authorized to act on behalf of the applicant;
  - A proposed schedule for installing and removing the banners;
  - The number of banners proposed;
  - A map identifying the location of the proposed banners (see per application);
  - Camera-ready artwork of the proposed banner design with colors and dimensions;
  - Other information as indicated on the application form or determined by the City to ensure compliance with these guidelines.
  - The application must be signed by the designated signature authority of the applicant (e.g., president, chair, etc.).
- The City Manager or designee will review applications on a first-come, first-served basis. If a time conflict occurs between a pending application and an approved application, the approved application will be provided precedence. The City Manager may also determine that certain timeframes will be reserved for particular City messages for which no application has been provided to the City. The applicant will be provided an opportunity to request an alternate timeframe.
- Applications will generally be reviewed within 30 days of receipt by the City. If the City requests additional information from the applicant, the application will be reviewed within 30 days of submittal of the additional information.

- A denial or grant with modifications shall be in writing and will provide the applicant with the specific reasons for the denial or modification, and if applicable, how the banner must be modified.
- Failure to respond within 30 days shall not result in the application being granted.

#### Appeal from denial.

- An applicant who is denied for the Banner Program may request reconsideration by the City Manager. The request for reconsideration must be submitted in writing to the City Clerk's Office within 5 business days of the denial, and shall include a detailed explanation regarding how the applicant's proposed banner complies with the City's Banner Program, and shall include evidence expressly rebutting the specific grounds for denial.
- 
- The City Manager will respond to the appeal in writing within 20 days of receipt, articulating the grounds for the decision. The City Manager's decision on appeal is final.

#### Design Requirements

- All banners shall comply with the following requirements:
  - Banner fabric shall be durable and weather resistant, to include substantial material such as, vinyl or canvas.
  - Banners shall be two-sided with the information contained on both sides. Banner messages should be brief, and text font size and style should be sufficient for maximum visibility; small print is ineffective. Banner graphics and text may look large up close, but once installed, can appear diminutive. Graphic elements should be incorporated into the banner design, generally representing not less than one-third of the area of banners on City light poles and one-fifth of the area of banners spanning City streets.
  - As a general rule, bold colored backgrounds with light-colored letters are easier to read than the reverse. Also, because banners are required to be printed on both sides, darker/bolder colored fabrics prevent text from showing through to the reverse side of the banner when banners are backlit by the sun.
- Banners on City light poles shall meet the following additional requirements:
  - Banner size requirements shall be 90" tall by 28" wide for the "Cobra-style" poles and 43" tall by 23" wide on the "Victorian-style" poles.
  - Designed with a minimum of 16 oz. canvas or other approved material.
  - A reinforced hem to include at least two layers along all sides, 4" pockets at top and bottom for banner extension pole hardware.

## Hardware Requirements

- Standard banner hardware has been installed on numerous light poles in the Designated Banner Areas, including on Victorian-style poles, downtown Yuba City. If an applicant proposes to install banners on light poles that do not currently contain banner hardware, the applicant may propose to install additional hardware at the applicant's cost. The hardware shall be installed at the height specified by the City to match the height of existing banners on other light poles. The City will retain ownership of all banner hardware once installed. The hardware specifications will be provided by the City of Yuba City.

## Installation and Removal Requirements

- The applicant shall contract with the City of Yuba City to install the banners and any required hardware, to perform any necessary maintenance while the banners are installed, and to remove the banners when required under the terms of the application. The applicant is responsible for payment to the City. A Banner Application shall be completed and submitted to the City Manager's Office for approval.
- City staff will coordinate the installation process with the applicants and City installers. Utilizing the City of Yuba City installers will minimize impacts on hardware as well as disruptions to pedestrians and businesses during installation.
- A City designated installer will install and remove banners for **\$35 each**. For safety reasons, crews cannot install or remove banners during inclement or hazardous weather conditions. Payment for banner installation will occur at City Hall after the final approval of the application.

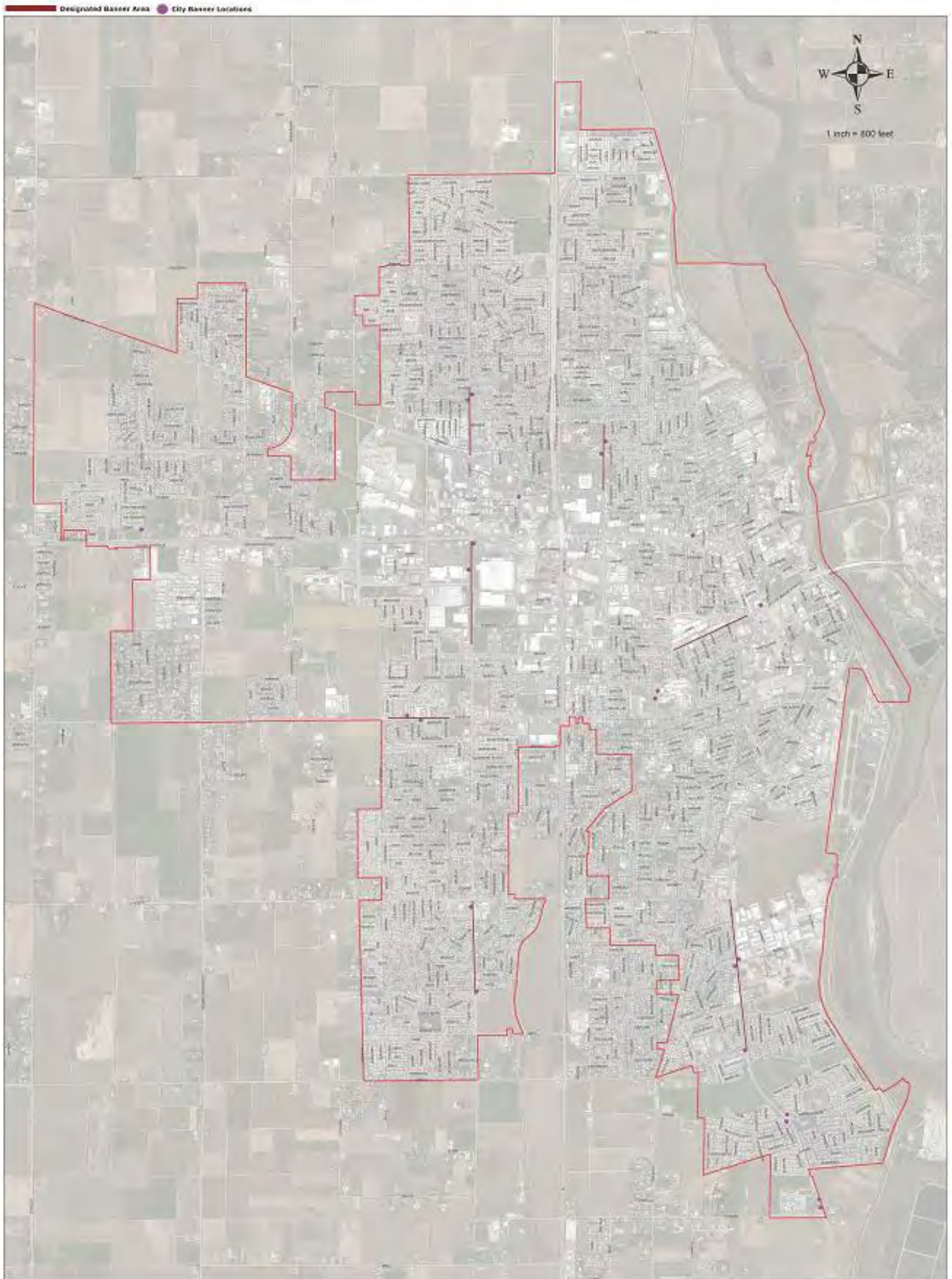
## Time Limits

- The maximum time limit for banners on City light poles will be based upon the purpose and promotional focus of the banners. Banners with general promotional messages or designated City promotional banners will not have specific time limits but will be subject to scheduling and requests on a first-come, first-served basis. Banners that promote a specific event or date-specific activities shall be limited to forty-five (45) days. The banners shall be installed not more than forty (40) days before the event and shall be removed within five (5) days after the last day of the event when associated with a date-specific event.
- Notwithstanding these standard time limits, the City Manager or designee may authorize an applicant to extend the time a banner is installed, taking into account requests from other banner applicants and the physical condition of the banners.
- Any permit issued under these Program Guidelines is subject to revocation at any time by the City Manager. The City retains the right to change or eliminate the location of an installed banner whether the banner location is on a light pole or in a location spanning across a city street.

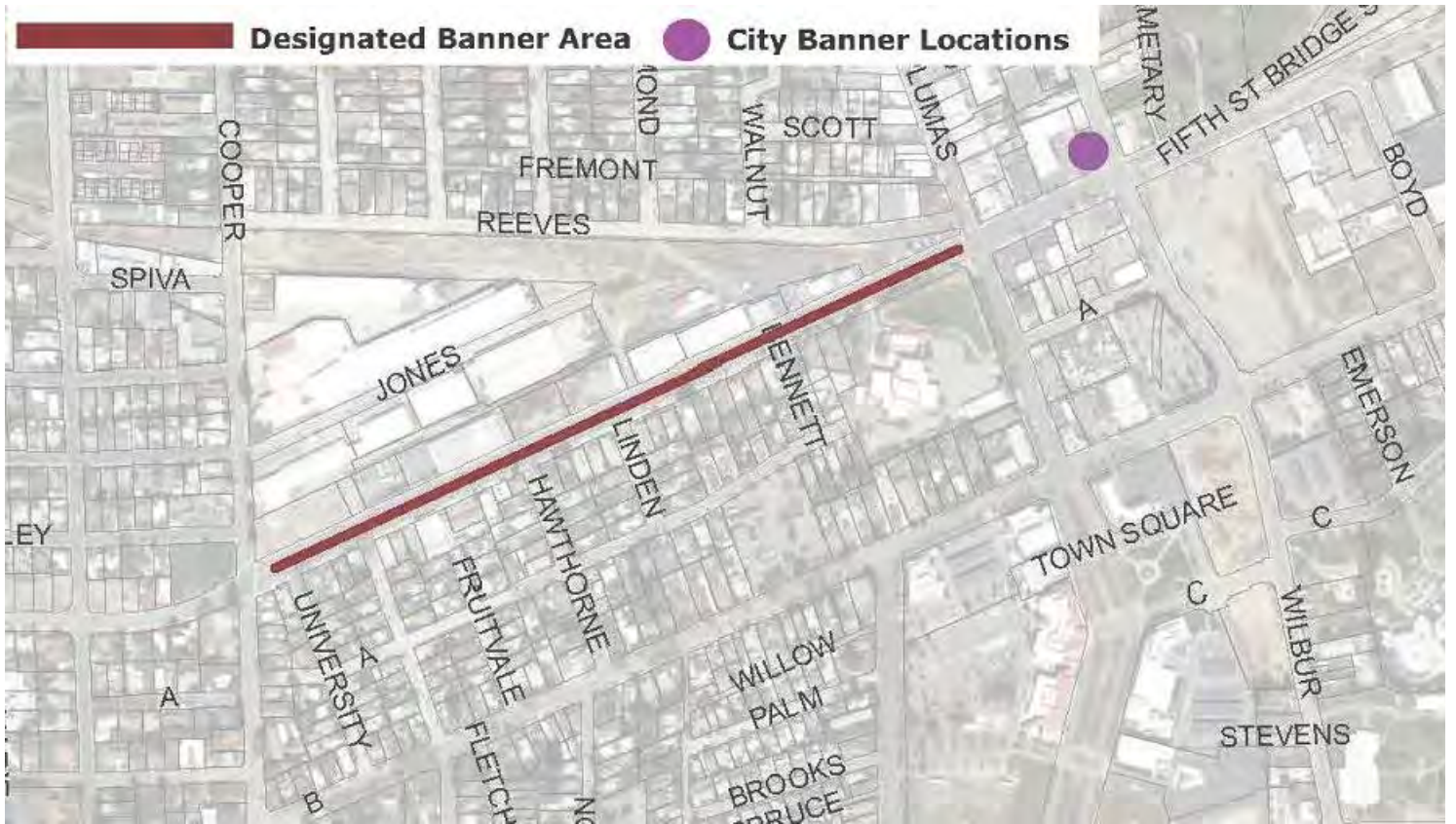
## Maintenance Requirements

- The applicant is responsible for maintaining its banners in good condition. If banners become torn, dirty or weathered, the applicant will be responsible for having the banners replaced, upon the City's request. If the applicant does not address the issue as specified in the request, the City may remove the banners requiring maintenance, and the applicant shall pay any costs incurred by the City, based on actual staff time and cost to perform the activity.

# City Banner Location Maps



# City Banner Location Map (Bridge St.)



# City Banner Location (Stabler Ln.) & (Grey Ave.)



# City Banner Location (N. Walton) & (Franklin Ave.)





# City Banner Location (S. Walton) & (Garden Hwy)

