

YUBA CITY
STREET BANNER POLICY AND PROGRAM GUIDELINES

January 21, 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:

- 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 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 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 may use banners in the Designated Banner Area to promote the following:

- Special community events
- 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

The City will not allow banners to be used to promote any activity that is not open to the public, any activity for which the City is precluded from spending public funds (such as political campaigns or religious messages), any activity that is not in compliance with any local, State, or Federal law, or 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.

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.

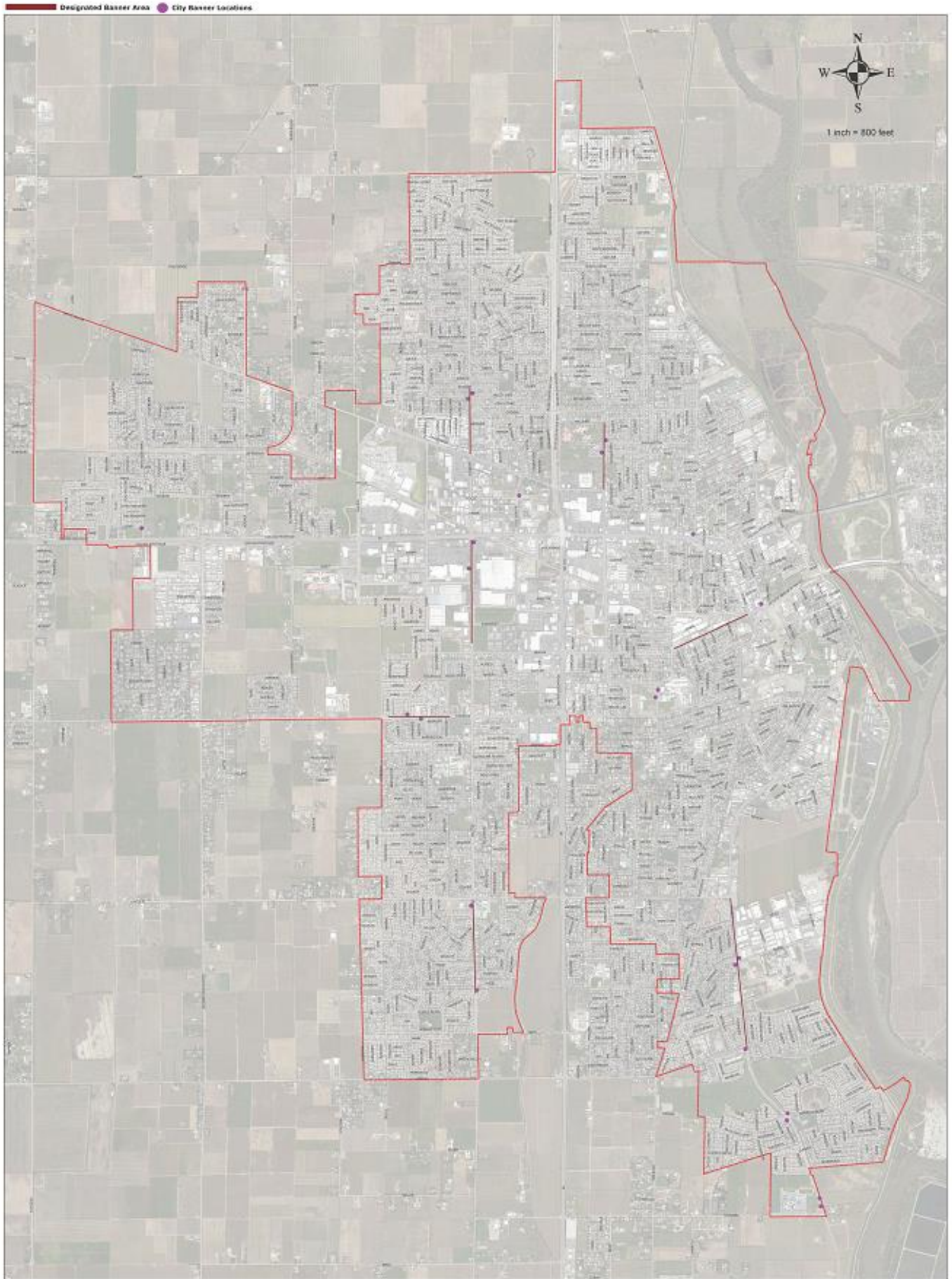
Time Limits

- 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.

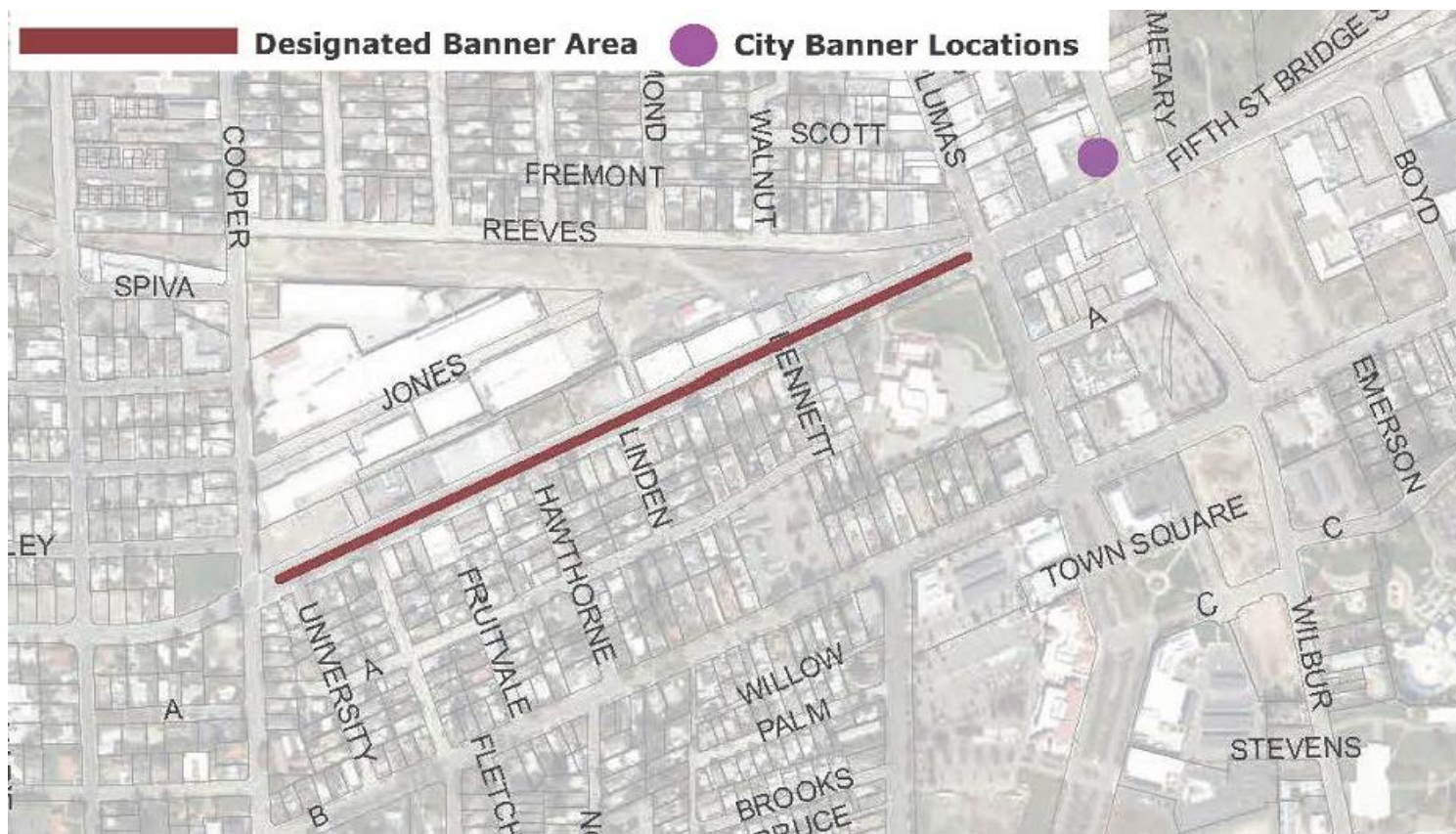
Maintenance Requirements

- 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.

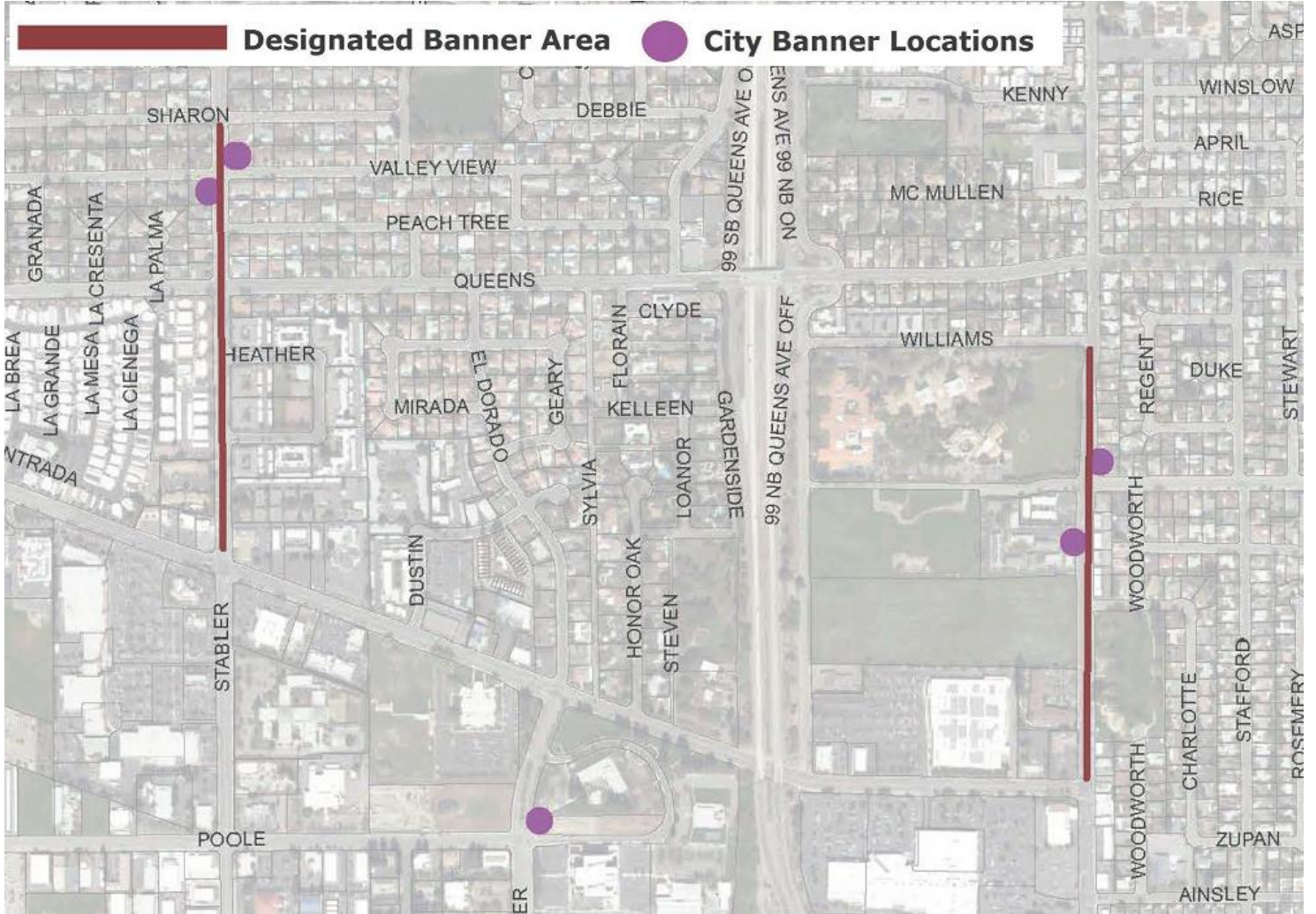
City Banner Location Maps



City Banner Location Map (Bridge St.)



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



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

