CITY OF LOS ALAMITOS
3191 Katella Ave.
Los Alamitos, CA 90720

AGENDA
PARKS, RECREATION, AND
CULTURAL ARTS COMMISSION
REGULAR MEETING
Wednesday, October 4, 2017 – 7:00 P.M.

This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at the Recreation & Community Services Department or on the City’s website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the Parks, Recreation & Cultural Arts Commission after distribution of the agenda packet are available for public inspection at the Recreation & Community Services Department, 10911 Oak St., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the Recreation & Community Services Department at (562) 430-1073, extension 540, 48 hours prior to the meeting so that reasonable arrangements may be made. Assisted listening devices may be obtained from the Parks, Recreation & Cultural Arts Commission Secretary at the meeting for individuals with hearing impairments.

Persons wishing to address the Parks, Recreation & Cultural Arts Commission on any item on the Parks, Recreation & Cultural Arts Commission Agenda should complete a yellow “Request to Speak” card and will be called upon at the time the agenda item is called or during the Parks, Recreation & Cultural Arts Commission’s consideration of the item and may address the Parks, Recreation & Cultural Arts Commission for up to three minutes.

1. CALL TO ORDER

2. ROLL CALL
   Commissioner Chirco
   Commissioner Doby
   Commissioner Hill
   Commissioner Jorge
   Commissioner Olveda
   Vice Chair Estrada
   Chair Carvajal

3. PLEDGE OF ALLEGIANCE
4. **ORAL COMMUNICATIONS**
   At this time, any individual in the audience may come forward to speak on any item within the subject matter jurisdiction of the Parks, Recreation & Cultural Arts Commission (PR&CA). Please state if you wish to speak on an item on the Agenda. Remarks are to be limited to not more than five minutes.

5. **MINUTES**
   Approval of the minutes for the special meeting of August 2, 2017 and regular meeting of September 6, 2017.

6. **STAFF REPORTS**

   A. **Los Alamitos Street Light Pole Banner Guidelines**
      This report provides the Parks, Recreation & Cultural Arts Commission the research and background to begin developing a uniform and consistent policy for the attachment of banners to the new street light poles located within the center median of Los Alamitos Boulevard between Cerritos and Katella Avenue.

      Recommendation: Review, comment and provide direction to staff.

   B. **Preview of 2017 Trunk or Treat featuring the Treasure Hunt**
      This report provides the Parks, Recreation & Cultural Arts Commission a preview of the upcoming Trunk or Treat featuring the Treasure Hunt event.


   C. **2017 4th of July Fireworks Spectacular Overview & Wrap-Up**
      This report provides the Parks, Recreation & Cultural Arts Commission with an overview of the 2017 4th of July Fireworks Spectacular.


7. **ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT**

8. **COMMISSIONER REPORTS**
   At this time, Commissioners may report on items not specifically described on the Agenda that are of interest to the community, provided no action or discussion is taken except to provide staff direction to report back or to place the item on a future Agenda.

9. **ADJOURNMENT**
   I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the Community Center, Museum and City Hall not less than 72 hours prior to the meeting. Dated this 29th day of September 2017.

   [Signature]

   Trini Zenovka, Department Secretary

Parks, Recreation & Cultural Arts Agenda
Regular Meeting
October 4, 2017
Page No. 2
1. CALL TO ORDER
The Parks, Recreation and Cultural Arts Commission met in a Special Session at 6:05 p.m., Wednesday, August 2, 2017, in the Council Chambers, 3191 Katella Ave., Vice Chair Estrada presiding.

2. ROLL CALL
Present: Commission Members: Chirco, Doby, Estrada, Olveda
Absent: Commission Members: Carvajal, Hill, Jorge
Present: Staff: Ron Noda, Recreation Manager
Steve Kim, Recreation Specialist

3. PLEDGE OF ALLEGIANCE
Vice Chair Estrada led the Pledge of Allegiance.

4. ORAL COMMUNICATIONS
Vice Chair Estrada opened Oral Communications. There being no one present wishing to speak, Vice Chair Estrada closed Oral Communications.

5. MINUTES
Motion/Second: Estrada/Chirco
Abstained: None
Unanimously Carried: The Parks, Recreation, and Cultural Arts Commission approved the minutes of the regular meeting of July 5, 2017.

6. STAFF REPORTS
A. 2017 Park/Facility Tour
Staff from the Recreation and Community Services Department provided the Parks Recreation and Cultural Arts Commission a tour of various parks and facilities the City manages, owns and programs. The tour provided commissioners the opportunity to become familiar with amenities at each site. The PR&CA Commission visited Oak Field, Oak Gym, Youth Center, Community Center, Coyote Creek Trail and Bikeway, Roberts, Stansbury, Soroptimist, Labourdette, and Sterns Parks.

The PR&CA Commission requested staff to provide an update on the following items at a future meeting:

- When will the pathway from Oak St. to Coyote Creek be re-paved?
o Is it possible to replace parts of the playground equipment, specifically the plastic parts that have been etched with graffiti?

o Why is the red curb in front of Labourdette Park so long? May it be shortened to allow 1-2 extra parking spot or make the red curb available for parking after hours?

o Request to place signs at parks displaying speed limits or children ahead.

o Is it possible to request for a gate at Soroptomist Park that leads out to the alleyway?

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT
Recreation Manager Ron Noda thanked the PR&CA Commissioners for attending Summer 2017 Music and Movies Event Series. The Fall Brochure will be mailed to residents this week and our online registration will be available on Saturday, August 5, 2017.

8. COMMISSIONER REPORTS
Commissioners did not have any items to report.

10. ADJOURNMENT
The Parks, Recreation, and Cultural Arts Commission adjourned at 7:57 p.m.

Attest:

______________________________
Judy Estrada, Vice Chair

______________________________
Corey Lakin, Director
Recreation & Community Services Department
MINUTES OF PARKS, RECREATION AND CULTURAL ARTS COMMISSION
OF THE CITY OF LOS ALAMITOS

REGULAR MEETING – WEDNESDAY, September 6, 2017

1. CALL TO ORDER
The Parks, Recreation and Cultural Arts Commission met in a Special Session at 7:05 p.m., Wednesday, September 6, 2017, in the Council Chambers, 3191 Katella Ave., Chair Carvajal presiding.

2. ROLL CALL

Present: Commission Members: Carvajal, Chirco, Doby, Hill
Absent: Commission Members: Estrada, Jorge, Olveda
Present: Staff: Corey Lakin, Recreation & Community Svcs. Dir.
Emeline Noda, Recreation Manager

3. PLEDGE OF ALLEGIANCE
Chair Carvajal led the Pledge of Allegiance.

4. ORAL COMMUNICATIONS
Chair Carvajal opened Oral Communications. There being no one present wishing to speak, Chair Carvajal closed Oral Communications.

5. MINUTES
The Parks, Recreation, and Cultural Arts Commission deferred approval of special minutes of August 2, 2017 to next scheduled meeting.

6. STAFF REPORTS
A. 2017 Summer Recap
Corey Lakin, Recreation and Community Services Director provided the Parks Recreation and Cultural Arts Commission a recap of the Los Alamitos Recreation and Community Services Department’s summer programs, classes, camps, and events. Summer is the busiest time of the year with the largest number of participants in Aquatics, Los Alamitos Volunteer Program, Park Programs, Day Camp, Ready Set Go Preschool, along with 4th of July, Music and Movies Events throughout this season.

Commissioner Doby asked Staff to look into marketing Park Programs by selling t-shirts to identify participants and generate revenue. Chair Carvajal added to Commissioner Doby’s requested for staff to create an innovative t-shirt design and market Recreation and Community Services Department Programs.
B. Race on the Base Update and Alternative
Emeline Noda, Recreation Manager provided the Parks, Recreation, and Cultural Arts Commission an update on 2018 Race on the Base (ROTB) and alternatives to the annual event. ROTB is the largest special event held annually on the 4th weekend of February, the event is long standing community event that has built up its attendance and the success it is today. Staff was notified on February 25, 2017 the morning of ROTB that the City needed to look for alternative for future events as the airfield would no longer be accessible for events. Since then, staff has continued to work on obtaining a Memorandum of Agreement (MOA) for future events at the JFTB. Staff will do all that is possible to maintain ROTB and will be creative in responding to the Military’s restrictions to keep the event alive.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT
Corey Lakin, Director of Recreation and Community Services Department announced the passing of past Commissioner Alice Jempsa and services. The PR&CA Commission is invited to attend an Electric Vehicle Event on September 9, 2017 at the Civic Center, Casa Youth Shelter Open House on September 14, 2017 and Commissioner Dinner on December 5, 2017 at Old Ranch Country Club. Emeline Noda, Recreation Manger will return to the office on November 1, 2017 and Ron Noda, Recreation Manager will begin his two month leave on the same day.

8. COMMISSIONER REPORTS
Commissioners did not have any items to report.

10. ADJOURNMENT
The Parks, Recreation, and Cultural Arts Commission adjourned at 9:06 p.m.

Attest:

_________________________
Pete Carvajal, Chair

_________________________
Corey Lakin, Director
Recreation & Community Services Department
City of Los Alamitos
Parks, Recreation & Cultural Arts Commission

Agenda Report
Staff Report
October 4, 2017
Item No: 6A

To: Chair Pete Carvajal & Members of the Parks, Recreation and Cultural Arts Commission

From: Steven Mendoza, Development Services Director

Via: Corey Lakin, Recreation & Community Services Director

Subject: Los Alamitos Street Light Pole Banner Guidelines

Summary: This report provides the Parks, Recreation & Cultural Arts Commission the research and background to begin developing a uniform and consistent policy for the attachment of banners to the new street light poles located within the center median of Los Alamitos Boulevard between Cerritos and Katella Avenue.

Recommendation: Review, comment and provide direction to staff.

Background

The Los Alamitos Boulevard Beautification project is nearly complete. An element of the project is the inclusion of ten new “Old Town” street light poles in the newly installed medians. The poles will be arriving around mid-October. Of the ten new decorative Old Town Street Light Poles, each will have two double facing banners. Twenty banners could be displayed at one time.

Background

The Parks, Recreation and Cultural Arts Commission is being tasked with helping to develop guidelines, processes and procedures for use and permitting of the banners. The purpose for these guidelines is to provide uniform and consistent policy for the attachment of banners to the new street light poles located within the Center Median of Los Alamitos Boulevard between Cerritos and Katella Avenue.
Description of City of Los Alamitos Poles
The banner poles are 24"x60" mounted on adjustable breakaway banner arms secured to the pole with a two-part clamp. The banner arms are rated for a 60 mph wind speed and they are relatively inexpensive to replace if they do break. The paint will match the pole. The banners have provisions at the top of the pole for future/seasonal lighting.

Commission Research
On behalf of the Parks, Recreation and Cultural Arts Commission, staff collected examples of various policies from the City of Napa, City of Lafayette, Lincoln NE, Long Beach, Monrovia, Redding, San Jose, Santa Clarita, and Yucaipa. While staff feels that Napa provides the best base to begin developing the procedures, the Commission may wish to explore subject matters included within other examples. The Parks, Recreation and Cultural Arts Commission may also complete their own research in advance of the meeting to share with the entire Commission during the meeting.

The expectation is that the Parks, Recreation and Cultural Arts Commission
provide input to staff to draft policies, guidelines and/or procedures for the Los Alamitos Boulevard Banner Program that meets the needs of the Community. The Parks, Recreation and Cultural Arts Commission’s recommendation will eventually make its way to the Los Alamitos City Council.

The Commission should review each example in relation to the following:

- Providing a cost effective program
- Providing for ease of administration
- Simplistic review process
- Insurance Requirement
- Legally defensible

**Development Department Input**
The Community Development Director is suggesting that the City have a rotating inventory of seasonal banners, but provide Los Alamitos based non-profits to insert their own banners periodically during the year. The non-profit organizations would be subjected to all the rules and regulations developed.

**Rotating Inventory**
The City’s rotating inventory would be in the following categories (not conclusive)

- **Patriotic**
  - Veterans Day
  - Labor Day
  - July 4
  - Presidents Day
- **Small Business**
- **Year Round Holidays**
  - Easter
  - Back to School
- **Shop Local**
  - Small Business Saturday
- **Summer**
- **City Sponsored Events**
  - Race on the Base
  - 4th of July
  - Winter Wonderland
  - Movies and Music Events
  - Trunk or Treat
  - Spring Carnival
  - Weekend of Art
- **Environmental**
  - Recycle
  - Stormwater Message

Los Al Blvd Street Light Banner Program
October 4, 2017
Page 3 of 5
Local Charitable Non-Profits
Many of the attached example policies provide for local charitable non-profits to apply for approval to use banner arms to hang their premade banners to promote their annual events. This is an interesting opportunity for non-profits to get the word out locally. One interesting component provides for private businesses to sponsor the non-profit event thus getting their business name on the banner, similar to the Banners of Honor program on Katella Avenue and Lexington Drive.

Legal Considerations
Allowing entities other than the City to hang banners either over City streets or on City streetlight poles creates legal risks. Santa Monica’s street banner ordinance was challenged in a lengthy federal lawsuit filed in 2002. That suit claimed, among many other things, that the City’s former policy of allowing some entities, other than the City, to hang street banners was unconstitutional. The City Council opted to voluntarily amend the law to only allow City banners and thus moot out the street banner claim. The Ninth Circuit upheld this approach. The legal risks demonstrated by that suit arise partly because allowing entities other than the City to hang street banners creates a forum for speech which must meet specific legal standards. Streetlight poles would likely be considered a nonpublic forum-public property which is neither a traditional nor a limited public forum. While regulation of expressive activity in a traditional or limited public forum is subject to the greatest judicial scrutiny, even in a nonpublic forum, the government can only control access based on subject matter and speaker identity so long as the distinctions are reasonable in light of the purpose served by the forum and are viewpoint neutral. Thus, even in a nonpublic forum, government regulations are carefully assessed. For instance, in Brown v. California Department of Transportation, 321 F.3d 1217 (9th Cir. 2003), the Court invalidated a policy and practice of CalTrans to prohibit all expressive banners except directional signs and American flags on overpass fences because CalTrans’ safety justification for prohibiting expressive banners applied equally to flags, since flags are no less distracting, and simply allowing the display of the American flag constituted viewpoint discrimination. Similarly, in Heartbeat of Ottawa County, Inc. v. City of Port Clinton, 207 F. Supp. 2d 699 (N.D. OH 2002), the court held that although light poles constituted nonpublic forum, the city could not deny permission for a non-profit organization to place a banner advertising “Annual Walk for Life” since there was no evidence that the banner would actually interfere with the light poles purpose and the city’s decision was based on the organization’s viewpoint. Additionally, the Ninth Circuit in Perry v. Los Angeles Police Department, 121 F.3d 1365 (9th Cir 1997) invalidated a restriction on access to a traditional public forum based upon non-profit status. Thus, both the case law and City experience indicate that authorizing entities other than the City to hang banners on City poles creates legal risks if the City attempts to control the viewpoint expressed by the banners or to select those entities which may hang banners and the banners’ content without a reasonable basis for doing so in light of the forum’s purpose.

City Attorney
After the Commission provides input to staff, the City Attorney’s office will be consulted to provide an analysis of the program.
Fiscal Impact

There is no known fiscal impact yet for helping to develop a light pole banner program.

Submitted By:  

Steven Mendoza  
Development Services Director

Approved By:  

Corey Lakin  
Recreation & Community Services Director

Attachments:  
1. Lafayette Policy  
2. Lincoln Nebraska Policy  
3. Long Beach Poles  
4. Monrovia Banner Application  
5. Monrovia Banner Information  
6. Monrovia Insurance Information  
7. Napa Downtown Banner Policy Guidelines  
8. Redding Procedures  
9. San Jose Policy  
10. Santa Clarita Banner Guidelines  
11. Yucaipa Banner Application
City of Lafayette Staff Report

For: Lafayette City Council
By: Steven Falk, City Manager
Date: 2/27/2014
Subject: Revised Streetpole Banner Policy

Summary

When the City recently installed the new median islands, it also added 16 new streetlight poles that are suitable for hanging the City's trademark street pole banners. The City's Banner Policy, which dictates the minimum number of banners for each order, must thus be updated.

Background

When first approved in 2001, the City Council ordered that, at minimum, each set of banners be ordered in minimum quantities of twenty so as to provide sufficient coverage for the downtown. Since that time, the City has added median street poles in front of the Veterans Building; in front of the Park Hotel; and most recently between First Street and Brown Avenue. The City now has a total of 64 median island street poles, and the twenty-banner-minimum is no longer sufficient to provide coverage up and down the Boulevard.

Recognizing that, at $250 each, banners are expensive, this new policy suggests that the City require a minimum order of only 35 banner sets – an amount equal to about half of the number of poles now in place. While not maximal, staff has field-inspected how this quantity would lay out, and expects that this quantity would be sufficient to deliver the same level of “banner impact” that the City has heretofore achieved.

Fiscal Impact

The cost for a complete banner set would increase from $5,000 to $8,750. Since the City typically orders one or two new sets of banners each year, the annual cost impact to the City would range from $3,750 to $7,500.

Recommendation

Approve the attached revised City of Lafayette Banner Policy.
CITY OF LAFAYETTE

STREET POLE BANNER POLICY and PROGRAM

PURPOSE
The primary purpose of Lafayette’s Street Pole Banner Policy and Program is to add color, vitality, and design elements to downtown Lafayette. A subordinate purpose of the Street Pole Banner Program is to announce and promote special events that: (1) will occur in Lafayette, and (2) are of interest to the entire community.

BANNER ADVISORY COMMITTEE
The Lafayette City Council shall establish, by resolution, a Banner Advisory Committee (BAC) made up of three members: The City Manager or his/her designee, the Chair of the Lafayette Design Review Commission, and a member of the public appointed by the City Council.

The BAC shall be authorized to develop and administer a cultural and civic banner program for downtown Lafayette. The BAC shall review all applications to hang banners to ensure that banners are attractively designed, add color, vitality, and design elements to downtown Lafayette, are consistent with current downtown design aesthetics, and meet the guidelines indicated below.

The BAC shall be convened as needed to review applications as they are received. At its sole discretion, the BAC may reject banners that do not meet the guidelines indicated below or are otherwise not deemed sufficiently attractive. The BAC may suggest alternatives for improving the attractiveness of the banners. BAC decisions will be granted within ten business days after review.

BAC decisions may be appealed to the Lafayette City Council; the City Council’s final determination is not appealable. Applicants who wish to appeal a BAC decision must pay $86 and file a written request for appeal with the Lafayette City Clerk.

BAC’s approval of the banner proposal shall signal that the banner complies with the City’s sign ordinance, per Section 6-2522 (d) of the Lafayette Municipal Code.

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1 The appeal fee is equivalent to 1 staff hour, billed at the approved hourly rate for administrative services (currently $86).
APPLICATION TO HANG BANNERS
A standard application form will be made available to parties interested in hanging banners. Such parties shall submit the completed application to the Lafayette City Manager. There is no fee to apply to hang banners.

The application will include a rendering of the banner’s graphic design and indicate the size of the proposed banners, the locations where the banners will be hung, the length of exposure required, and the size and type of fabric to be used.

Applicant shall pay all costs associated with the purchase, installation, and removal of banners. Upon approval by City and before installation, applicants shall post a $1,000 refundable deposit with the City. Deposits will be returned only after an inspection is conducted by the City and the City is satisfied that banners have been removed without damage to the poles or brackets. Organizations that frequently use the banner program to promote events may post a $1,000 deposit that will be held in a reserve account, and not be required to post separate deposits for each banner installation.

If banners are not removed by the date established and approved by the Banner Advisory Committee, the City may withhold at its discretion $100 for each late day from the $1,000 deposit.

Applicant or applicant’s contractor shall apply and pay for all applicable encroachment permits prior to installation and removal of banners.

Applicant shall assume all liability associated with the banner application and will hold the City harmless. The City will not assume any liability in the event that property damage or personal injury results from the banner program. Applicant or applicant’s contractor shall maintain a general liability insurance policy with at least $500,000 coverage. City may request proof of insurance during application process; applicants without sufficient insurance may be denied at the City’s discretion.

BANNER GUIDELINES
Applications to hang street pole banners must meet the following guidelines. Applications not in conformance with these guidelines may be rejected at the BAC’s discretion:

- All banners to be hung on street poles in the medians shall be 30” wide and 95” long to fit correctly on the City’s standard banner brackets. Banners may be rectangular, triangular, or shaped otherwise such that they meet the 30” x 95” dimension.
• All banners to be hung on sidewalk street poles shall be 30" wide and 60" long to fit correctly on the City’s standard banner brackets. Banners may be rectangular, triangular, or shaped otherwise such that they meet the 30" x 60" dimension.

• Banners of a single theme must be ordered in the following minimum quantities: forty one-sided banners, or twenty two-sided banners. These quantities will ensure coverage for at least ten median island street poles or twenty sidewalk poles.

• Banners shall be ordered in minimum quantities of thirty five two-sided sets.

• Banners will be fabricated with synthetic blend exterior fabrics that are warranted for color fastness and durability.

• Two-sided banners shall only be fabricated with dark or special block out fabric that prevents “shadowing” from occurring, whereby a sunlight-created shadow obscures all or part of an image on the reverse side of the banner.

• Banner applicants shall indicate the dates that banners will be installed and removed. Banners shall hang for a minimum of two weeks and a maximum of eight weeks, unless otherwise approved by the BAC. The BAC shall have sole discretion to schedule banners through the seasons.

• There shall be no more than three general types or themes of street pole banners hanging at any time in the downtown area.

• Banners on all poles shall be mounted to ensure that the design is visible from all directions, i.e., back-to-back for one-sided banners or singly for two-sided banners.

• All banners mounted on the same pole must be consistent with each others’ design.

• Special events announced or promoted by banners must be of interest to a substantial portion of the community and take place within the City limits. In such cases, 75% or more of the surface area of the banner may be used to announce the special event, and no more than 25% of the surface area of the banner may be used to promote or otherwise indicate the name of a sponsoring business or organization.

• Banners shall remain the property of the organization that purchases them. Maintenance, storage, installation, and all other costs related to the banners shall be the responsibility of the owner. The owner will be responsible for any and all damage occurring to the banners while they are displayed or while they are being installed or removed.
CITY OF LAFAYETTE
APPLICATION for STREET POLE BANNER PROGRAM

APPLICANT INFORMATION

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BANNER INFORMATION

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<th>Describe the theme or special event promoted by the banner</th>
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<th>Describe the size of the banners</th>
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<th>Describe the fabric (must be synthetic blend)</th>
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<th>Who is the banner manufacturer or vendor?</th>
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<th>How many banners will you hang? (Minimum: 40 one-sided or 20 two-sided)</th>
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<th>Will the design be on one side or two sides of each banner?</th>
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<th>We will hang the banners no later than (date)</th>
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<th>We will remove the banners no later than (date)</th>
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I, the undersigned, do hereby attest that the information above is accurate:

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<th>Name of Organization</th>
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CITY OF LAFAYETTE

APPLICATION for STREET POLE BANNER PROGRAM

OTHER INFORMATION

Please attach all of the following items to the attached application:

✓ A check or money order for $1,000 to be used as a security and maintenance deposit by the City. This deposit will be refunded to the applicant after the City has received a written request from the applicant and after the banners have been removed from the poles. The City will inspect the poles to ensure that banners have been removed without damage to the poles or brackets. The City may withhold all or some of the deposit at its sole discretion to cover costs associated with this banner application. Note that, if banners are not removed by the date established and approved by the Banner Advisory Committee, the City may withhold, at its discretion, $100 per day from the $1,000 deposit. Deposits that have not been refunded to applicant due to lack of request shall become property of the City twelve months after the termination of the subject banner program.

✓ A map describing generally where the banners will be hung;

✓ A color rendering of the graphic design for the banners you wish to hang (Note: fabric swatches may be substituted for the color rendering);

LIABILITY RELEASE, OTHER TERMS AND CONDITIONS

I understand and agree to the following conditions:

1. Banners shall remain the applicant’s property. Maintenance, storage, installation, and all other costs related to the banners shall be the responsibility of the applicant. The applicant is responsible for any and all damage occurring to the banners while they are displayed or while they are being installed or removed.

2. Applicant shall pay all costs associated with the installation and removal of banners.

3. Applicant or applicant’s contractor shall contact the City of Lafayette to apply for and pay all applicable encroachment permits prior to installation and removal of banners.

4. Applicant shall assume all liability associated with the banner application, and will hold the City harmless in any instance related to the installation or removal of the banners. The applicant will assume all liability in the event that property damage or personal injury results from the banner program.

5. If banners are not removed by the date established and approved by the City, the City may withhold, at its discretion, $100 per day from the $1,000 deposit.

__________________________________________

Signature

---------------------------------------------

Name of Organization

-------------------

Date
Application for Banner Display

1. Applicant Information

Organization Name: ____________________________
Contact Person: ___________________ Contact Phone: ____________
Mailing Address: ___________________________________________
Fax: __________________________ Email: _______________________

2. Banner Application Information

Banner Purpose: ___________________________________________
Desired Location (If an Antelope Valley Roadway, list Zone)
On-Street: ___________________ Zone: _______________________
From: ______________________ To: ______________________
Number of Banners Desired: ___________ (Attach Drawing Showing Pole Locations)
Install Date: ___________ Remove Date: ___________ Event Date: ___________ Name of
Installer: ______________________ Vehicle Make: _______________
Vehicle Year: _______________ Vehicle License #: ______________

3. Banner Design

Is this a new banner design: □ No □ Yes (Attach a copy of the graphic of the banner)
If no, list previous permit number _______________________
Width of banner: _______________ Height of banner: _______________
Banner Material: ___________________ Manufacturer: ___________________

If granted this permit, I (we) agree to the terms as outlined in the City of Lincoln Street Pole
Banner Rules & Regulations and any other special provisions identified with this application. I
furthermore, acknowledge that all information provided on this application is true and correct.

Signature: ______________________ Date: ________________

Please return this form and the application of fee of $85.00 to: Public Works, Engineering
Services, 949 West Bond Street, Suite 200, Lincoln, Nebraska, 68521.

For Official Use Only

_____________________________ Date
Public Works Dept. Approval

Permit #: ____________________
Street Pole Banner
Rules & Regulations
March 2, 2011

I. Definitions

- **Sponsoring Organization** – Groups with nonprofit status and/or with activities reflecting general community interest (e.g., University, State Fair Park and other governmental entities).

- **Banner Coordinator** – Chief administrative officer of the City responsible for the proper management of the banner system (City Engineer). (City Engineer will work with the Lincoln Electric System (LES) to review structural stability of streetlight poles.

- **Street Pole Banner** – Banners which are mounted on city-owned streetlight poles which do not accommodate a traffic signal or electrical distribution.

- **Urban Design Committee** – Committee established by the Mayor and City Council charged with advising the Mayor, City Council, Planning Commission, City boards and City departments in matters relating to urban design, visual relationships, architectural design and aesthetics.

- **Approved Installer** – Installer who has been approved by the Banner Coordinator to hang banners on City right-of-way.

II. Banner Rules & Regulations

A. **Eligibility**: Potential banner program participants should represent or promote local historical, ethnic, or cultural civic events or activities that the City believes are of particular interest or benefit to the City of Lincoln or an area thereof. Banners shall be used to celebrate the historical, ethnic, or cultural heritage of the City or a neighborhood district therein. Banners are not to be used for commercial advertising or to advertise or promote political candidates, parties, or issues as the City does not wish to create a forum for the expression of ideas or opinions and wishes to avoid the controversies or disruptions that they cause.

B. **Banner Information Content**: All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event. Banners can include text for dates, activities, and/or the title of event.

C. **Banner Design**: The graphic design of all banners shall be developed by each individual sponsoring organization under the banner program guidelines as set forth in this document.
D. **BANNER and BRACKET SPECIFICATIONS:** Streetlight pole banners shall comply with the following specifications:

- Banners shall be made of durable material. If fabric is used, it be made of marine grade fabrics, resistant to ultraviolet rays, mold and mildew. Each banner shall have reinforced hems and grommets. Banner fabricator shall determine if wind scallops are necessary. All banners shall be printed on both sides of the banner fabric.

- Banner brackets shall be ‘Kalamazoo’ Banner flex Arrow, 32 inch-long fiberglass banner arms, with post hardware, or approved equal. (Antelope Valley hardware - paint to match LandscapeForms 'Stormcloud'.)

- Surface area of the banners shall be limited to 15 square feet per pole.

E. **BANNER PLACEMENT:** Placement and retrieval of approved banners shall be coordinated through the Banner Coordinator and installed by an Approved Installer.

- One banner per pole, unless approved by the Banner Coordinator.

- Up to two American Flags per pole may be placed provided the Flags do not exceed 24 square feet per flag.

- Mounting height: When projecting over the street the banner height above the street shall be 20’ minimum; when projecting over the sidewalk, turf, or landscape beds, banner height above the ground shall be 10’ minimum.

- Banners shall not be located within 50’ of a stop sign or traffic signal device.

- The Sponsoring Organization shall be responsible for all costs associated with the installation, maintenance, and removal of banners. Where banner-mounting hardware does not exist, the Sponsoring Organization shall pay the costs of purchasing and installing the hardware, and such hardware shall become the property of the City.

- The Approved Installer shall be required to furnish and maintain traffic control devices when lane closures along the roadway are required to place the banners. The work zone traffic control shall be in accordance with the requirements outlined in the current edition of the City of Lincoln Traffic Control Guidelines for Street Construction, Maintenance and Utility Operations.

- Antelope Valley Roadways - Recommended banner locations for Antelope Valley Roadways can be found in Exhibit A. Banner dimensions for Antelope Valley Roadways shall be 30" x 60". Banner dimensions for Bridges within Antelope Valley, are depicted in Exhibit B.
F. **DURATION:** Banners shall be installed for a minimum of one month and a maximum period of eight months. Neighborhood identity, Business District identity and University/College Identity banners shall be exempt from this requirement. Times may be modified by pre-approval of the Banner Coordinator.

G. **APPLICATION PROCESS:** The Sponsoring Organization fills out the Banner Application and presents it to the Banner Coordinator a minimum of 60 days prior to but not more than one year in advance of the dates being requested. Applications will be forwarded to the Urban Design Committee, which renders its advice to the Banner Coordinator. Permits are valid for the dates specified up to a maximum of one year.

- Banner applicants will be approved on a “first come, first served” basis. Banner applications that are submitted for the same location in consecutive years will have first priority.

- The Banner Coordinator reserves the right to let other organizations use the streetlight poles for an event; this organization will pay for removal and re-installation of existing banners and installation and removal of the organization’s event banners. Organizations must coordinate for proper storage and handling of the banners.

H. **STORAGE / LIABILITY:** All banners shall be the responsibility of the sponsoring organization. The City will not be responsible for storing banners.

- Streetlight poles removed or replaced by LES that have banner hardware and/or banners attached will not be replaced by LES. It is the responsibility of the Sponsoring Organization to pick up banners and hardware from LES.

- The Banner Coordinator has the authority to refuse the placement of streetlight banners that are in poor condition due to previous use. In addition, the Banner Coordinator has the authority to order the removal and replacement of banners or complete banner systems that have become frayed, ripped, or otherwise unsightly at the expense of the sponsoring organization.

- Hardware shall be maintained by the Sponsoring Organization for the period of time that the sponsoring organization’s banners are displayed.

I. **APPLICATION FEE:** Money in an amount sufficient to pay the cost of reviewing banner applications. The actual cost shall be calculated as follows:

approved by the Mayor.
**EXHIBIT A**
Antelope Valley Roadways

Recommended banner locations and banner sizes for Antelope Valley Roadways.

**Salt Creek Roadway:**
- Zone 1: Stadium Drive to N. Antelope Valley Parkway, both sides (32 poles)
- Zone 2: N. Antelope Valley Parkway to 27th Street, both sides (75 poles)

**Antelope Valley Parkway:**
- Zone 1: K Street to Q Street, both sides
- Zone 2: Q Street to Military Road, both sides (64 poles)
- Zone 3: Military Road to Salt Creek, both sides (9 poles)

**Military Road:**
- Zone 1: West of Antelope Valley Parkway (3 poles)
- Zone 2: East of Antelope Valley Parkway (3 poles and 4 on bridge)

**X Street Bridge and Roadway:**
- Zone 1: 16th Street to Y Street, both sides (6 poles and 4 on bridge)

**Vine Street Bridge and Roadway:**
- Zone 1: 17th Street to east side of Bridge, both sides (7 poles and 4 on bridge)

NOTE: The number of light poles available for banners should be verified with the Banner Coordinator before application is submitted and banners are hung.
Exhibit B
Bridge Banner Dimensions

HEM TOP OF BANNER TO ALLOW 2" x 3/8" METAL PLATE TO SLIP FIT - OBTAIN METAL PLATE FROM BANNER COORDINATOR FOR TEMPLATE

GROMMET HOLES TO ALIGN WITH HOLES IN METAL PLATE

HEM BOTTOM OF BANNER TO ALLOW KALAMAZOO BANNERFLEX FIBERGLASS BANNER ARM

3'-10" APPROX.

3'-0" APPROX.

3'-4 1/2" C.D. METAL PLATE TO C.D. FIBERGLASS ARM

1'-8"

2'-0"

BANNER ELEVATION
POLE BANNER GUIDELINES
As of February 12, 2013

INTRODUCTION

The City of Long Beach grants permits for the installation of pole banners. The manufacture, installation, and removal of banners are the responsibility of the event organizer and their banner contractor. Permits will be issued for banners that advertise events that occur wholly or in part within Long Beach city limits. Holiday and Seasonal Banners are subject to these guidelines. For these guidelines, a pole banner is defined as a banner suspended over public streets (which includes the sidewalk and roadway) and attached to a single street light pole. Overhead banners (Overhead banners are banners that span the roadway and are usually suspended from poles on either side of the street) and banners hung on private property are not a part of these guidelines. Banners placed on private property are governed by the Zoning code.

ADVANCE NOTICE

The residents of the City of Long Beach have the good fortune to live in a diverse community that is host to many special events. Because some of these events occur at similar times of the year, it is possible that more than one organization may wish to promote their event with street banners at the same location at the same time.

Should schedule conflicts occur, the issuance of permits will be determined by the City of Long Beach's Special Events and Filming Office and be based on the following factors:

1. Banner applications or Advance Notices will be permitted on a first-come first-served basis.
2. Preference may be given to nonprofit organizations and Long Beach based organizations.
3. Priority may be given to events that have occurred in Long Beach for many years and to events publicized in the past with street banners.
4. Preference may be given to events sponsored or affiliated with the City of Long Beach.
5. By contract with the City, the Long Beach Grand Prix will be allowed to hang pole banners sixty (60) days before their scheduled race weekend.

APPLICATIONS

1. Street banner applications must be submitted to the Manager of Special Events and Filming Office at least thirty (30) working days before the installation.
2. A deposit and a permit fee must accompany each application. Applications lacking these payments will be rejected.

Deposit
Refundable deposit of $500 from the contractor or applicant installing the banners is required. The deposit is refundable following the removal of all banners and hanging hardware within the specified time. If it becomes necessary for City Light and Power crews to remove banners, or repair damage caused by banners, such costs may be deducted from the deposit.

Permit Fee
(Link to Fee Schedule)
3. Please submit all applications to:

Special Events & Filming
City of Long Beach
211 E. Ocean Boulevard, Suite 410
Long Beach, CA 90802
(562) 570-5333 / Fax (562) 570-5335

Permit applications may be submitted by mail or in person and must be accompanied with fees.

INSURANCE

Contractors installing banners must provide acceptable evidence of the following insurance twenty (20) days before installation:

1. Comprehensive General Liability including completed operations in an amount not less than $1,000,000 combined single limit for each occurrence or $2,000,000 General Aggregate. The event organizer, the City of Long Beach, and their officials, agents and employees will be covered as additional insured.

2. Automobile Liability in an amount not less than $500,000 combined single limit per accident for bodily injury and property damage covering owned, non-owned and hired vehicles.

3. Workers’ Compensation as required by the Labor Code of the State of California and Employers’ Liability limits of $1,000,000 per accident.

Acceptable insurance coverage will be placed with carriers admitted to write insurance in California, or carriers with a rating of or equivalent to A:Vlll by A.M. Best and Company. Questions regarding insurance should be directed to the Administration and Risk Management Bureau at (562) 570-6714.

INSPECTION

Arrangements must be made with City Light and Power at (562) 983-2000 for the inspection of the initial banner installation. We assume the hardware and banner size will be industry standard. Should City Light and Power determine the size, material and weight of the banner and/or hardware will damage the light standard or create a potential hazard, banners cannot be installed.

BANNER ART

Banners will not contain any reference to or depiction of any of the following:

1. The specified anatomical areas or specified sexual activities as defined in section 21.15.110 of the Long Beach Municipal Code;

2. Any obscene act, gesture or word(s);

3. Any sale or use of alcohol or tobacco products; and

4. Any sale or use of illegal drugs or paraphernalia.

Banner Art will not give the appearance or impression that any commercial product or service is endorsed or recommended by the City or any of its agencies, departments, officers or employees. Banners are not to display the word "stop," "drive," "danger," or any other word, phrase, symbol, lighting or any devises or any components thereof, or character likely to interfere with or mislead pedestrian or vehicular traffic.
GENERAL RULES AND REGULATIONS GOVERNING STREET BANNERS

1. A sponsorship logo and/or company name may appear on the banners if a minimum of 75 percent of the banner contains the public event message and not more than 25 percent of the banner contains the sponsorship logo or company name. The letters in the copy will maintain the 3-to-1-size ratio and the permit application must contain a sketch or photograph of the banner copy before approval.

2. Banners may not be installed on traffic signal poles or in a way that obstructs a motorist’s view or traffic control devices or street/traffic signs.

3. No permits, other than those permitted to neighborhood groups, will be issued for banners on street/traffic signs.

4. Neighborhood organizations are permitted to hang community banners within their residential areas. Permits will not be issued for less than one city block and must be installed, maintained and removed through a City licensed and insured banner contractor. Neighborhood organizations must follow all commercial policies regarding banners.

5. No banners or decoration will be attached to street trees. Banners should not be placed where they will damage street trees and installers may not trim or remove portions of street trees.

6. Based on availability we can adjust plans to your banner locations. We will not issue a permit for less than one city block. The request must be approved by the Special Events and Filming Office, as designated by the City Manager.

7. Permits will be issued for a period of no more then sixty-five (65) days. Permits granted for the advertisement of events will be granted for installation thirty (30) days prior to the event date and must be taken down five (5) days after the event date.

8. The banner may be lettered and will be of vinyl, nylon or cloth, and the banner is limited to a maximum size of eight (8) feet in the vertical measurement and a maximum gross square footage area of twenty-four (24) square feet per installation. Banners installed within the Rainbow Harbor area must be at least 35.5 inches wide at the top, 17.5 inches wide at the bottom and 141 inches long with a 115 receiver for each.

9. The banners or decorations will be attached to the street light pole in a manner approved by City Light and Power and attached securely so that no damage to the street light pole or the finish thereon will result. All banner brackets must be installed using stainless steel band clamps and the brackets must be sufficiently strong to withstand wind-load generated by ninety (90) mile per hour winds. To avoid damage to street light poles installers must: (1) wrap poles or standards with forty-five (45) ml thick black rubber sheet or other pre-approved material under all steel brackets and clamps, no portion of any bracket will be in direct contact with the surface of any street light pole or standard or (2) portions of brackets or clamps in contact with the pole must be coated with non-marring material. Installers are responsible for the provision and maintenance of all banner mounting hardware with must be removed when banners are removed.

10. Applications for banners proposed to be attached to any private property (e.g., billboards or buildings) must be submitted to the Planning and Building Department for compliance with the City’s sign ordinance. Applications for banners on private property will be processed by the Zoning Officer. Permission to install poles or other devices to hang banners in the public right of way must be obtained from the Department of Public Works prior to the issuance of a banner permit.
11. All parts of pole banners must be safely suspended not less than fourteen (14) feet above the sidewalk, sixteen (16) feet above the roadway, or twenty-two (22) feet above railroad tracks.

12. Banners must not be installed that obstruct traffic signs, signals, or warning devices, such as, but not limited to, street name, parking limitations, speed limit, school, directional or route designation. Permits will not be issued where the installation is within fifty (50) feet of any mid-block pedestrian crosswalk. Banners must not be installed in locations where they will block motorists' view of oncoming traffic.

13. Banners will be installed so as not to reduce the illumination from the street light poles, nor interfere in any way with Street Lighting maintenance activities.

14. Banners must be removed within twenty-four (24) hours of the expiration of the permit or no later than five (5) days after the event being advertised has occurred whichever is earlier.

15. Removal of banners may be ordered for the following reasons:
   a. Damage or potential damage to Street Lighting equipment is apparent;
   b. Permit has expired or is void;
   c. No permit for the installation has been issued; and/or
   d. Banner has been vandalized or weather damaged.

   If removal is not completed within twenty-four (24) hours of notification, removal will be made by City Light and Power crews, and the contractor will be billed for work performed including direct charges and established overhead rates. Failure by the contractor to pay such charges within forty-five (45) days will result in the charges being collected from the posted security deposit.

16. Any damage to City Property because of banner installation will be assessed to the contractor responsible for installation of the banners.

17. Unless otherwise stated in the permit, the installation or removal of street decorations and/or banners will not take place between the hours of 7:00 a.m. and 9:00 a.m. and 3:30 p.m. and 6:00 p.m., Monday through Friday, or between 10:00 p.m. and 6:00 a.m., Monday through Sunday. The City Manager or designee is authorized, after conferring with the Director of Public Works, to approve variances from the requirements provided for the hours of installation or removal of banners when, in the City Manager's opinion, such variances are warranted.

18. Banners on Caltrans routes require encroachment permits approved by Caltrans. Caltrans routes within the City of Long Beach include:

   a. Pacific Coast Highway
   b. Artesia (91) Freeway
   c. Terminal Island (47) Freeway
   d. San Diego (405) Freeway
   e. Long Beach (710) Freeway, north of Pacific Coast Highway
   f. 7th Street, east of Pacific Coast Highway

19. These rules and regulation do not apply to seasonal decorations (other than banners) or to any sign or advertising matter lettered on the surface of any awning, provided the awning is attached to a building and is not less than eight (8) feet above the sidewalk level immediately below.

20. Any requests for deviations from the rules must be submitted to the Special Events and Filming Office in writing at the time of application and should contain a detailed explanation.
CITY OF MONROVIA
Public Services Department – Public Works Division
Myrtle Avenue Street and Old Town Pole(s)
Banner Application

The City of Monrovia provides businesses and organizations a chance to advertise events or programs along Myrtle Avenue. Those requesting to have a banner displayed must submit an application. Applications must be received a minimum of 30 days prior to the date of installation. Applications are processed on a first come, first serve basis, and priority is given to City-sponsored events.

Please note that the application submission does not guarantee application approval. Once an application has been approved, the organization will be asked to provide valid certificate of liability insurance ($1,000,000), for the display period, listing the City of Monrovia as an additionally insured.

Approved banners must be delivered to the Public Works Division a minimum of five business days before the banner is scheduled to be installed. A banner may be displayed for a maximum of 15 days prior to the advertised event and must be picked up from the Public Works Division within 48 hours of removal.

Please review the banner specifications and banner insurance requirements prior to submitting your application for review.

Date of Application: ________________________________

Organization Name: ______________________________________

Event Name: ______________________________________________

Contact Name: ____________________________________________

Contact E-mail Address: ______________________________________

Contact Telephone Number: __________________________________

Contact Address: __________________________________________

Type of Banner: □ Myrtle Avenue Street Banner  □ Old Town Pole(s) and Quantity: __________
  • A separate application must be submitted for each type of banner.

Preferred Myrtle Avenue Location: □ Foothill Boulevard  □ Olive Avenue  □ Huntington Drive

Alternate Myrtle Avenue Location: □ Foothill Boulevard  □ Olive Avenue  □ Huntington Drive

Requested Date of Installation: Monday, ________________________________
  • Requested date is not guaranteed as the time slot and location may already be reserved.

By submitting this application, you affirm that you have read and agree to the banner program policies and that your requested date is not confirmed until the Public Services Department has reviewed and approved the application.

Acknowledgement / Signature: □ I agree.
Please submit the application by using the above submit to option. Thank you.

Sophia Nakov, Senior Administrative Assistant
Public Services Department – Public Works Division
snavov@ci.monrovia.ca.us or (626) 256-8235
600 South Mountain Avenue, Monrovia, CA 91016
Office Hours for Banner Drop-off and Pick-up
Monday – Thursday, 7 a.m. – 6 p.m.

(For Office Use Only)
Certificate of Liability Insurance on File: □ Yes
Installation Date: ________________________________
Removal Date: ________________________________
Banner Pick-up Date: ________________________________
Banner Picked Up By: ________________________________
City of Monrovia

Banner Information

Definitions

- **Street Banner** – These are large banners that stretch across Myrtle Avenue from a tall banner pole on the west side to a tall banner pole on the east side of the street.

- **Pole Banner** – These are smaller banners that are mounted on individual street light standards (poles) in the Old Town area.

Street Banners

Three sets of poles are available for street banners. They are located on Myrtle Avenue at the following locations:

- Olive Avenue
- Huntington Drive
- Foothill Boulevard

1. Banner Size: The total surface area that will contribute to wind resistance shall not exceed ninety (90) square feet. Hole or flaps to reduce wind resistance must be used. See specifications.

2. Method of support will be cable snaps and end ropes per specifications. Displays other than banners will require special approval.

3. The City will not install lighted decorations on the support cable.

4. Connection to electricity at the poles is not available.

Pole Banners

Many, but not all, street light standards in Old Town have mounting brackets for these banners.

1. Banner Size: 18" wide by 37-3/4". These measurements must be followed exactly or the banner will not hang correctly! See specifications.

2. Mounting: Straight side mount between two arms extended from the standard, parallel to the ground.

3. Connection to electricity at the poles is not available.
City of Monrovia

Banner Regulations

1. The use of banners is limited to City of Monrovia community-based service organizations.

2. Each organization requesting use of the banner poles must fill out an application form and file it with the City of Monrovia Public Services Department at least thirty (30) calendar days prior to the requested date of installation for the event.

3. Each organization must carry liability insurance in the amount shown on the application form.

4. A Liability Insurance Certificate naming the City of Monrovia as additionally insured in the amount of $1,000,000 must be on file at least five business days prior to banner installation.

5. Permission to use the poles will be on a priority schedule based on the filing date of the application.

6. Pole banner locations are available for publicity along Myrtle Avenue and some side streets in the Old Town area. They may be requested for use separately or at the same time that separate application is made for street banners. Criteria for eligibility to publicize using pole banners shall be the same as for the street banners.

7. The City will not be responsible for any banner not picked up within 48 hours of removal notification. The Contact Person will be notified by phone or e-mail that the banners are available for pickup as soon as they have been returned to the Public Services offices.

8. City staff will provide installation of the banner(s). There is no charge for this service.

9. If any banner is damaged by wind or other factor, it will be removed from the poles and the organization will be notified to pick up the banner. Reinstallation will be made only after re-filing an application form with the City.

10. No repairs will be made to any banner by City staff. Repairs are the sole responsibility of the banner owner.

11. If, in the opinion of the Monrovia Public Services Department, any of the materials provided by the organization (including banner, ropes, swivel snaps, etc.) are not safe, or do not meet specifications, the organization will be notified and the banner will not be installed until necessary repairs are made.

12. Installation date or time may be affected by weather conditions or unforeseen events. The City is not liable for any loss caused by a delay in the installation of banners or a reduction in the display time.

13. The Public Services Department - Public Works office is located at 600 S Mountain Avenue.
City of Monrovia

Street Banner Specifications

**BANNER:**

Print: One or both sides

Size: 30'-0" x 3'-0"

Material: PVC coated polyester scrim, white color

Minimum 13 oz., 1000 x 1000 denier

Finish: 1" minimum hem with webbing all 4 sides, and reinforced over laminated corners

**ATTACHMENT SPECIFICATIONS:**

(For 30 ft. main banner)

Metal corner rings, minimum size 1-1/2" I.D.
City of Monrovia
Street Banner Specifications
MAXIMUM SIZE: 30' X 3'

Construction
A. Reinforced over laminated corner gusset (minimum 8") in ALL corners.
B. PVC coated polyester scrim, white color, minimum 13 oz., 1000 x 1000 denier.
C. Wind flaps (10 ea.) @ 8" diameter, equally spaced along alternating lines as shown.
E. Finish hem (minimum 1" wide) with webbing on four sides.
City of Monrovia

Pole Banner Specifications

(Fig. 1)

These measurements must be followed exactly or the banner will not hang correctly!

1. Permission to publicize using pole banners will be on a priority schedule, based on the filing date of the application.

2. Banners may be displayed for 15 calendar days prior to the event, and City staff may remove them immediately after the conclusion of the advertised event.

3. The City of Monrovia and the Old Town Merchants Association may display pole banners for publicity when locations are not otherwise scheduled for use.
City of Monrovia

Insurance Requirements for Banners

The organization requesting to have their banner placed on City poles within the public right-of-way shall procure and maintain for the duration of the time the banner is displayed insurance against claims for injuries to persons or damages to property that may arise from or in connection with the use of the City’s right-of-way. The cost of such insurance shall be borne by such organization.

Minimum Scope of Insurance

Coverage shall be at least as broad as:
- Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001).

Minimum Limits of Insurance

Organization shall maintain limits no less than:
- General Liability: $1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.

Deductibles and Self-Insurance Retentions

Any deductibles or self-insured retentions must be declared to and approved by the City. At the option of the City, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the City, its officers, officials, employees and volunteers; or the Organization shall provide a financial guarantee satisfactory to the City guaranteeing payment of losses and related investigations, claim administration and defense expenses.

Other Insurance Provisions

The general liability policy is to contain, or be endorsed to contain, the following provisions:
1. The City, its officers, officials, employees and volunteers are to be covered as insured with respect to liability arising out of ownership, maintenance or use of that part of the right-of-way used by the Organization.
2. The Organization’s insurance coverage shall be primary insurance as respects the City, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of the Organization’s insurance and shall not contribute with it.
3. Each insurance policy required by this clause shall be endorsed to state that coverage should not be canceled by either part, except after thirty (30) days’ prior written notice by certified mail, return receipt requested, has been given to the City. An additional insured endorsement shall be attached to the certificate. Under cancellation the words “but failure to do so shall impose no obligation or liability of any kind upon the insurer, its agents or representatives shall be deleted from the certificate.

Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best’s rating of no less than A: VII. Exception may be made for the State Compensation Insurance Fund.

Verification of Coverage

Organization shall furnish the City with original certificates and amendatory endorsements effecting coverage required by this clause. The endorsements should be on forms approved by the City and amended to conform to the City’s requirements. All certificates and endorsements are to be received and approved by the City before use of the City’s right-of-way commences. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications at any time.
DOWNTOWN NAPA
STREET BANNER POLICY AND PROGRAM GUIDELINES

Adopted January 21, 2014

PURPOSE:

It is the goal of the City of Napa 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 rights of way in the Downtown Banner Area 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 set forth in this document are followed. In order to implement the use of banners within City rights of way in the Downtown Banner Area to communicate a City message, the City Council hereby adopts these Downtown Area Street Banner Policy and Program Guidelines ("Street Banner Program Guidelines" or "Program Guidelines").

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 Napa’s downtown and highlight key gateways to the area;
- To announce and publicize events that are open to the public, including special community events, cultural facilities; 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 pursuant to these Program Guidelines in order 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, as more particularly shown on the map on page 2 of the Banner Permit Application, attached hereto as Exhibit "B". Provided, however, this policy shall not apply to any City Park (including Veterans Park), which is subject to the use requirements of Napa Municipal Code Chapter 12.36. Banners placed on private
property are regulated by the City's Sign Ordinance in Napa Municipal Code Chapter 15.56.

The City Council hereby authorizes the City Manager or his or her designee to implement the Street Banner Program Guidelines in accordance with the following goals, policies, procedures and guidelines. The City Manager may delegate implementation of these guidelines, such as application review, to an independent contractor, provided that the City Manager may not delegate to an independent contractor the final authority over the location, the content, or the timing of banner installations. All references in these Program Guidelines to "City Manager" shall mean the City Manager or the City Manager's authorized designee.

GUIDELINES:

Program Eligibility

The City may use banners in the Downtown Banner Area to promote the following:

- Special community events
- Designated geographical districts or areas, or key gateways
- Holiday or annual seasons
- Cultural facilities open to the public
- Marketing opportunities for the downtown
- Similar events, activities or geographic area designations

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 Downtown Banner Area, located on City light poles or over City streets, is documented on the Downtown Banner Area map, in the Banner Permit Application. The City Manager may make written modifications to the authorized location for any banner within the geographical area of the Downtown Banner Area.

Banner Permit 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 person within City property or a City right of way without receiving City approval prior to installation.
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 will review applications on a first-come, first-served basis. If a time conflict occurs between an approved permit and a pending application, the approved permit 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 pending 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 cloth or canvas.
  
  - Banners shall be two-sided with information contained on both sides.
o 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.

o New banner colors should be compatible with existing banner colors, but should differentiate from existing banners to encourage design interest.

o 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:
  
o Banner size requirements shall be 84” tall by 30” wide for the “Cobra-style” poles and 36.5” tall by 18” wide on the “Victorian-style” poles.

- Banners spanning a City street shall meet the following additional requirements:
  
o Designed with a minimum 16 oz. canvas or other approved material.
  
o Contain a continuous ½” manila rope sewn into the edges with loops provided in the rope at each corner for the purpose of securing the banner in position.
  
o A reinforced hem to include at least two layers along all sides and surrounding grommets at each corner.
  
o Banners proposed to extend across the street shall have a metal grommet every 12” - 18” across the top and a metal grommet at each corner.
  
o No banner extending across the street shall exceed 4 ft. in height.
  
o Wind holes or flaps shall be provided on not less than one 6/10 of 1% of the banner area and said holes or flaps shall be not less than 6” in diameter. As an alternative, one 12” by 12” wind hole or flap shall be installed for every eight (8) square feet of a banner proposed to extend across the street.
  
o Banners shall be attached to overhead guy wires by using metal fasteners, spaced at intervals not exceeding 5’ apart.
Hardware Requirements

- Standard banner hardware has been installed on numerous light poles in the Downtown Banner Area, including on Victorian-style poles in public plazas and parks. 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 Napa.

Installation and Removal Requirements

- The applicant shall contract with a qualified installer (e.g., a private sign company or a banner company) 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 permit. The applicant is responsible for payment to the installer. The installer is required to obtain a City of Napa business license from the City’s Finance Department and an encroachment permit from the City’s Public Works Department, including the provision of the required insurance certificates and payment of an encroachment permit fee as a requirement of issuance of a permit. The requirements for the encroachment permit application are set forth on Exhibit “C,” attached hereto. A banner permit application shall be completed and submitted to the Public Works Department for approval accompanied by the associated fees.

- From time to time, it may be necessary for an applicant (through its installer) to remove a set of existing banners, while a new applicant (through its installer) is installing new banners. The City encourages all applicants to work cooperatively with other organizations when installing, removing and/or re-installing banners so that there is no lapse in display time. City staff will coordinate the installation process with the affected applicants and installers. Coordination with the installers will minimize impacts to hardware as well as disruptions to pedestrians and businesses during installation.

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 geographic areas relating to the downtown, (e.g., “Do Napa”) 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 thirty (30) days. The banners shall be installed not more than ten (10) days prior to the event and shall be removed within five (5) days after the last day of the event, when associated with a date-specific event.
• The maximum time limit for banners spanning City streets shall be twenty (20) days. The banners shall be installed not more than ten (10) days prior to the event, and shall be removed no later than five (5) days after the last day of the event.

• Notwithstanding these standard time limits, the City Manager may authorize an applicant to extend the time a banner is installed, taking into account requests from other banner applicants and physical condition of the banners.

• Any permit issued in accordance with 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 (through its installer) is responsible for maintaining its banners in good condition. If banners become torn, dirty or weathered, the applicant will be responsible for cleaning, replacing, or removing the banners upon the City’s written request. If the applicant does not address the issue as specified in the written 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.
STREETLIGHT BANNER APPLICATION

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 = $_____
Total due = $_____

_____________________________  __________________________
Signature of Permittee  Date

FOR OFFICE USE:
Approved __________________________ Date __________

Approved Dates for Display __________________________

Comments/Conditions:

N:\Permit Center-Planning Handouts\Streetlight Banner App.wpd  rev. 12-7-09  Page 1 of 1
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:

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 Arow 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.
NOTE:

= Streetlight

Banners are not allowed on signal poles.
NOTE:
Banners are not allowed on signal poles.

= Streetlight
Banners are not allowed on signal poles.

NOTE:

= Streetlight

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

MISTLETOE LN.

NOTE:

= Streetlight

HILTOP DR.

HILTOP DR.

COMMERCES ST.

GROVE ST.

E. CYPRESS AVE.

AZALEA AVE.

INDUSTRIAL ST.
Temporary Banner Application and Guidelines
PROCESS FOR THE INSTALLATION AND REMOVAL OF TEMPORARY BANNERS

PURPOSE
In order to communicate information regarding public events, events at public facilities or City information of general interest to the community, the City of San Jose has established the temporary banner program, to hang vertical banners on City light poles in the public right of way.

PROCESS
The following is the process for the use of temporary banners in the City of San Jose.

1. **Applicants** submit a completed application (including required attachments) to the Office of Economic Development (OED), at least ninety (90) days prior to the requested installation date. Applications received less than 90 days prior to the requested installation date are subject to the City’s ability to facilitate the request.

2. **OED** will review the application and coordinate the request with the Department of Transportation (DOT).

3. Up to 90 days prior to installation date, all applications will be reviewed and, in most cases, approved on a first come, first served basis. However, if multiple applications request that banners be installed at the same location during the same time frame, **OED** will make final approval based on any or all of the following circumstances: number of applications requesting to hang banners, number of banner locations requested by each **Applicants**, banner installation history and proximity of banners to event site or venue. The overall goal is to make reasonable accommodations that are in the best interest of all **Applicants**.

4. Banner **Applicants** may apply for banner locations up to 1 year prior to their event or installation date. **Applicants** that have installed banners the previous year may apply up to 2 years prior to their event or installation date.

5. **Applicant** must submit banner art work and receive approval by **OED** prior to having banners produced.

6. **DOT** personnel install and remove banners at a cost of $58 each. For safety reasons, **DOT** crews cannot install or remove banners during inclement or hazardous weather conditions.

7. **OED** will notify **Applicant** of approval or denial of their application. Prior to the installation, a banner authorization letter, including cost, approved location(s), installation and removal dates will be sent to the **Applicant**. **Applicant** shall sign and return letter to **OED** prior to the start of the installation.
8. **Applicant** is required to deliver approved banners to:
   City’s South Yard
   Attn: Joseph Sotelo
   4420 Monterey Road, Building 100
   San Jose, CA 95111-3720

9. Banner must conform to the required size and hem depth in order to be installed,
   8’ x 2.5’ (96" x 30") including 7 inch pockets top and bottom of each banner

10. After removal, **Applicant** is required to pick up the banners at the City’s South Yard. The City does not have the ability to store banners for any extended time.

11. The City is not responsible for storing privately owned materials, such as banners, nor for the security of installed banners, and will not be responsible for damaged, lost, missing or stolen banners while in the City’s procession.

12. After the banners have been removed, **DOT** will send an invoice for services to **Applicant**. The invoice will be sent to the address listed on the application unless otherwise noted by the **Applicant**. **Applicant** has up to 30 days from date of invoice to submit payment. Late fee penalties will be levied by Department of Finance when **Applicant** does not pay the invoice within 30 days of invoice.

13. Banners must be delivered to the City’s South Yard in reusable container(s) if more than 10 banners are to be displayed.

14. Banners not received in accordance with these provisions will most likely cause a delay of the banner installation process. Banners cannot be hung unless all conditions are met prior to installation.

   *At any time, there may be banner sites that are not available because of construction, missing hardware, accident, maintenance or other reasons.*
GENERAL GUIDELINES FOR TEMPORARY BANNERS

TYPE OF BANNER

• VERTICAL BANNERS
  2.5' width x 8' height total length (including 7 inch pockets)
  (see banner schematic)
  7 inch deep pockets on each end of banner (necessary to fit the City of San
  Jose's decorative sidearms)
  Banner must be made of durable cloth, canvas, nylon or vinyl

TYPE OF EVENT

• Political, Private or Commercial Advertising are not allowed
• Banners must be City endorsed, or be an Activity of general interest to the public

BANNER INSTALLATION

• Banners are hung only on City light poles outfitted with banner sidearms
• The number and location of banners to be approved by OED
• Only DOT staff is permitted to install banners on City light poles
• There are approximately 400 locations available within the downtown core and
  an additional 250 locations outside of downtown, typically on major streets
• Banners are installed or removed during light traffic and fair weather conditions
• DOT installation or removal dates can vary

PERMIT / INSURANCE REQUIREMENTS

• City will issue a letter to Applicant permitting the installation of the banners
• Applicants are not required to submit insurance to the City

TIME OF INSTALLATION

• Banners can be installed 14 days prior to activity and remain up through activity
• Banners must be temporary (less than 30 days [depending on length of activity])
• For each 100 banners installed, the City requires 1 additional week installation
  lead time
• Banners are typically removed following event, without delay
• DOT reserves the right to install, inspect, repair, modify and remove banners on
  an overtime basis, Applicant may be responsible those costs
• Christmas banners cannot be installed until after Thanksgiving Day

COST / BILLINGS

• Cost to install and remove each banner is $72
• City invoices Applicants approximately 30 days after banners are removed
• Payment is due within 30 days from date of invoice
GUIDELINES FOR IDENTIFYING
EVENT ORGANIZERS AND EVENT SPONSORS
ON TEMPORARY BANNERS

BANNER SPONSORSHIP

Event organizers, event sponsors and banner sponsors may be identified on public information banners approved by OED for installation in the public right-of-way as set forth in these Guidelines. For purposes of these Guidelines:

- An “event organizer” is a person or organization designated as the “event organizer” for a particular event;
- An “event sponsor” is a person or organization designated as an official event sponsor by the event organizer; and
- A “banner sponsor” is a person or organization designated by the event organizer as having paid for, or substantially contributed to, the cost of supplying the banners for the event.

An event organizer, an event sponsor or a banner sponsor may be named on a public information banner under the following circumstances:

1. The name is necessary to identify the event, e.g., the name of the organization or sponsor is part of the name of the event (Mercury News 10K), or, in the case of a performance event, the organizer or sponsor is the performing entity (Swan Lake performed by Ballet San Jose).

2. Either (a) one event organizer logo (no larger than 36 square inches) or (b) the name of the event organizer (in letters up to three inches in height) may be included on the banner. The logo must be the event organizer’s official organization logo (e.g., official corporate logo), not simply a graphic related to the organization or its products.

3. Additionally, each banner may also identify the logo(s) or name(s) a maximum of three (3) different event sponsors and/or banner sponsors, subject to the size limitations in Subsection 2 above. If there are multiple event sponsors and/or banner sponsors, each sponsor can be identified on banners as long as only a maximum of three (3) sponsors are identified on each banner.

Moreover, if an event was titled “SAP Open Sponsored by AT&T,” the banners could only include “SAP Open” as the event name, because “Sponsored by AT&T” is not be necessary to identify the event. If desired, AT&T could be considered an event sponsor and be identified on the banner as outlined in Subsection 3.

Except for the straightforward identification set forth in the above Guidelines, banners may not otherwise reflect event organizers, event sponsors or banner sponsors.

The banner design may not include advertising themes or graphics related to the organizer or to a sponsor.
TEMPORARY BANNER APPLICATION

I. APPLICANT INFORMATION

APPLICANT ORGANIZATION: ___________________________________________

BILLING ADDRESS: ____________________________ ZIP CODE: __________

CONTACT PERSON: _____________________________________________

PHONE: ____________________________

E-MAIL: ____________________________ WEB SITE: ___________________

EVENT NAME: ____________________________ EVENT DATE(S): __________

REQUEST INSTALLATION DATE: __________ DATE REMOVED: __________

NUMBER OF VERTICAL BANNERS TO BE INSTALLED: ___________________

BANNER MESSAGE: _____________________________________________

II. REQUIRED ATTACHMENTS

BANNER LOCATION SITE MAP ☐

BANNER DESIGN, COLORS, WORDING AND DIMENSIONS ☐

III. ACKNOWLEDGMENT

I HEREBY ACKNOWLEDGE THAT I HAVE RECEIVED THE BANNER GUIDELINES LITERATURE.

I CERTIFY THAT ALL THE INFORMATION CONTAINED IN THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Signature ____________________________ Date ______________

FOR OFFICE USE ONLY

APPLICATION APPROVED ☐ APPLICATION DENIED ☐ BY _______________________

DATE ______________ ESTIMATED COST ______________ NUMBER APPROVED __________
Banner Placement Procedures

1. Check scbannerprogram.com for available dates. The website is updated weekly. Availability of locations are subject to change and is on a first come, first served basis. Contact AAA to schedule your banner.

2. Please adhere to the banner design criteria in this information packet. Send your artwork for your banner to Carrie Lujan at clujan@santa-clarita.com for approval prior to printing banners (no banners will be installed without prior approval).

3. Please forward City approval along with your artwork for your banner two weeks prior to the installation date to AAA Flag & Banner.

4. Full payment to AAA Flag & Banner must be received prior to the booking of the paseo bridges.

5. If you are printing your own banners, please make sure to follow proper material and finishing guidelines. AAA will NOT install substandard banners under any circumstances.

- **Paseo bridge banners** must be printed single sided on a reinforced heavy scrim 15 oz. vinyl with 2” canvas webbing back edges and 3/4” grommets every 3’ all around. All banners must be stitched and must be double tacked at each end of the banner.*

- **Street pole banners** must be printed double faced on a reinforced heavy scrim 15 oz. vinyl with 3” double stitched sewn pockets top & bottom, double tacked at each end of the banner with webbing loops in pocket.*

*Heat sealed or taped seams and pockets will not be accepted.

Leslie Wolfe (310) 276-1178
City of Santa Clarita Banner Program

The City of Santa Clarita offers local non-profit organizations with the opportunity to have banners promoting local, non-profit events hung on its seven paseo bridges and on Southern California Edison street poles in the City. The program is administered by the City’s contractor, AAA Flag & Banner Mfg. Co., Inc. All costs for printing and hanging banners are incurred by the requestor. The City receives no money from this program.

Regulations and Standards
- Advance reservations are required for a banner to be hung. Please contact our contractor, AAA at (310) 276-1178 – Leslie Wolfe to schedule your paseo bridge or street pole banner hanging. They can also print your banners, but you are not required to have them print your banner(s).

- There is a cost to hang and print your banners which has been pre-negotiated by the City and is available through AAA’s website at scbannerprogram.com. AAA are the only ones authorized to hang banners in our public right-of-way, although you may use a different vendor for the printing of your banners as long as they meet the City’s guidelines and the contractor’s specifications.

- We have fifteen (15) available bridge sides to hang banners from in the City. Please check out the website for locations of the bridge banners and be ready with your first and second choices. Prior design approval is required. Our contractor provides an online calendar for banner scheduling. Go to scbannerprogram.com to schedule, obtain pricing, and other information.

- Banner may be hung up to two weeks prior to your event, no sooner.

- No more than two paseo bridge banners per event please.

Banner Design Criteria
- You are required to use the City-provided templates for your banner design. Basic information looks the best: name of event, date of event, time, place, and contact information (website, email address, or phone number). Less is better! Remember, people are driving by when they read these.

- Paseo bridge banners size: 15’ wide x 4’ high – no exceptions!
  Street pole banner size: 3’ wide x 6’ high, double sided, per Southern California Edison.

- Banners must be clean and in good repair. If the banner is dirty, it will not be put up. These hang on our City streets and must look nice. You may be required to replace older banners.

City of Santa Clarita
23920 Valencia Blvd, Suite 300, Santa Clarita, CA 91355
661-259-2489 • 661-259-8125 Fax
santa-clarita.com
Creating Successful Street Pole and Paseo Banners within the City’s Guidelines

Banner Templates
To ensure readability and quick message recognition, the City of Santa Clarita has developed templates and guidelines for street and paseo banners. Illustrator files and pdfs of our templates are available (upon request), and should be used along with the guidelines below for all banners hung within City limits.

Guidelines

Font styles, color, margins, and graphics

Banner sizes
- Paseo banners are 15’ wide x 4’ high and street pole banners are 3’ wide x 6’ high.

Appropriate Font Styles
- For readability use no more than two type styles on a banner. The more fonts used, the harder the message will be to read.
  - For the primary message please choose a bold san serif font like Arial, Helvetica, Futura, or Myriad. San serif fonts are easier to read from a distance.
  - For secondary message use medium weights of the same font used for the primary message, or a serif fonts such as Goudy, Times, or Palatino.
  - Do not use Fancy Scripts, Old English, Calligraphy, or Engraved fonts. These fonts are difficult to read from a distance and should never be used, unless they are part of a logo.

Letter Height
- For maximum impact at a good viewing distance, letters should be at least 14” to 15” high on paseo banners and 7” to 9” high on street pole banners.
  - No text on the banner should be less than 3” high.

Caps vs. Upper and Lowercase Letters
- For readability, stay away from using all upper case lettering on banners. All caps should only be used for adding emphases of a word or line.

Use of Images and Graphics
- Graphics should not overpower the sign’s main message. Drivers have only a few seconds to read the text and if they are concentrating on the graphics they will miss the main message.
  - When using images make sure they face the message or middle of the page and are not facing or looking off the page.
Effective Color Combinations

- Background and letter color combinations should have high contrast. Text will be easier to read and it can be viewed from greater distances.

- Avoid pastel colors

Color combinations play a large part in readability. The chart below, taken from “The Sign Guide: A Marketing Aid” is provided as a guide. When selecting color always consider the type of event or business being advertised. Colors like pink, purple, and orange (which are not shown) can be used for special events with City approval only.

<table>
<thead>
<tr>
<th>White on Blue</th>
<th>White on Green</th>
<th>White on Red</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow on Blue</td>
<td>Brown on White</td>
<td>Yellow on Red</td>
</tr>
<tr>
<td>White on Black</td>
<td>Blue on White</td>
<td>Brown on Yellow</td>
</tr>
<tr>
<td>Yellow on Black</td>
<td>Red on White</td>
<td>Blue on Yellow</td>
</tr>
<tr>
<td>White on Brown</td>
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</tr>
<tr>
<td>Yellow on Brown</td>
<td>Green on White</td>
<td>Black on Yellow</td>
</tr>
</tbody>
</table>

Margins and White Space

Margin widths on banners are very important. They frame the text, keeping the viewer’s eye focused on the message.

- Keep graphics and text away from the edge of the banner. When graphics or text goes all the way to the edge the eye often goes off the banner with them.

- Leave approximately 10% of the height of the banner free of text and or graphics top and bottom and even slightly more than that on the left and right. For example Paseo banners would have a 4.8” margin top and bottom and even more on the left and right sides. A good guide for the space on the sides is to leave approximately the width of the largest letter on the banner.

Approvals

- All banner designs must be approved by the Communications Manager, Carrie Lujan before hanging. Send pdf proofs to clujan@santa-clarita.com
Paseo Banner Guidelines
15' wide x 4' high

Name of Event
Date and Location
Web Address

Presented by
Sponsor Logo

Sponsor's Name presents
Name of Event
Date and Location
Web Address

Sponsor's Name

presents

Name of Event
Date and Location
Web Address

NOTHING SMALLER THAN 4.5 INCHES IN HEIGHT WILL BE ACCEPTED
(The only exception to this is the type in sponsor logo(s) that is not expected to be legible)

Blue
White

Use a high contrast between background and text colors
(See color chart for preferred colors).
Street Pole Banner Guidelines
3' wide x 6' high

There are 3.5" - 4" pockets top and bottom for hanging. Graphics can extend into pocket area but will be stitched over.

Sponsor Name presents
Name of Event
Date and Location
Web Address

Sponsor Logo presents
Name of Event
Date and Location
Web Address

Sponsor logos should be roughly 1/6 of the banner size.

HINT: If you intend to reuse your street banners make sure that the date and location (if used) are on a solid background color.

Sponsor’s Name  

presents  

Name of Event  

Date and Location  

Web Address

Sponsor or promoter letters 3.5" high recommended. No less than 3" high.
}pxenents text 3" high recommended. No less than 2.5" high.

For maximum impact, Name of event should be 8" high or more and set in a bold typeface. No less than 6.5" high.

Date and location letters 4.5" high. No less than 3.25" high.

Contact information, website or additional info approximately 4" high. No less than 3.5" high.

NOTHING SMALLER THAN 3 INCHES IN HEIGHT WILL BE ACCEPTED
(The only exceptions to this will be the presents text at the top of the banner, or type in sponsor logo(s) that is not expected to be legible)

Blue
White

Use a high contrast between background and text colors (See color chart for preferred colors).
CITY OF YUCAIPA
APPLICATION FOR SIGNAL POLE BANNER PERMIT
(Only banners for City of Yucaipa co-sponsored programs are eligible for this program)

Submit to:
City of Yucaipa
General Services/City Clerk Department
34272 Yucaipa Blvd.
Yucaipa, CA 92399
Attn: Jennifer Shankland

<table>
<thead>
<tr>
<th>Section 1 – Applicant Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Applicant:</td>
</tr>
<tr>
<td>Mailing Address:</td>
</tr>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City</td>
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<tr>
<td>State</td>
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<tr>
<td>Zip</td>
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<tr>
<td>Phone Number:</td>
</tr>
<tr>
<td>Alternate Number:</td>
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<tr>
<td>Email Address:</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 2 – Organization Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Name:</td>
</tr>
<tr>
<td>Mailing Address:</td>
</tr>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>Zip</td>
</tr>
<tr>
<td>Contact Name: (if different from applicant)</td>
</tr>
<tr>
<td>Phone Number:</td>
</tr>
<tr>
<td>Alternate Number:</td>
</tr>
<tr>
<td>Email Address:</td>
</tr>
<tr>
<td>Date the City Council approved Co-Sponsorship of Banner Program:</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Section 3 - Banner Display, Design and Installation</th>
</tr>
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<tbody>
<tr>
<td>Guidelines:</td>
</tr>
<tr>
<td>A. Banners shall be secured by means of stainless steel straps.</td>
</tr>
<tr>
<td>B. No holes shall be punched, drilled, or burned in any Poles.</td>
</tr>
<tr>
<td>C. All attachments shall be mounted so as to provide adequate clearance from traffic and pedestrians, and shall be secured to Poles to avoid dislodging.</td>
</tr>
</tbody>
</table>
Section 3 - Banner Display, Design and Installation (continued)

D. No more than two banners shall be installed on any single Pole and the total surface area of both banners shall not exceed 36 square feet at any one time.

E. Banners for use on Poles in high wind areas (90 mph) must be mounted with break-away banner supports and banners must have adequate vents.

F. No banner shall be suspended between Poles or between Poles and any structure.

G. In no event shall a banner be hung or displayed for a period of time exceeding two years for any one banner.

H. The banner design, material and fastening mechanisms shall be subject to the approval of the City Manager or his designee prior to installation.

I. Banners shall not display corporate trademarks, logos or other corporate identifiers.

J. Encroachment Permits, insurance and inspections are required prior to the installation and removal of banners.

K. Banners hung within the public right-of-way shall utilize materials of sufficient quality and strength as are necessary to ensure that they will remain in place during the approved display period, will not pose a risk to the public, and will remain in an aesthetically pleasing condition throughout the display period.

Section 3A - Proposed Banner Display

1. Time of Banner Display:  

<table>
<thead>
<tr>
<th>Date of Installation</th>
<th>Date of Removal</th>
</tr>
</thead>
</table>

2. Number of Banners/Separate Displays:

3. Proposed Location of the Banner Display: (Please select multiple choices)

- Avenue E & 5th Street
- Avenue E & California Street
- County Line Road & 3rd Street
- County Line Road & 5th Street
- Fir Avenue & Bryant Street
- Oak Glen Road & 5th Street
- Oak Glen Road & Avenue E
- Oak Glen Road & Bryant Street
- Oak Glen Road & Chapman Heights Road
- Oak Glen Road & Stonewood
- Oak Glen Road & Sunnyside Drive
- Sand Canyon Road & Campus Drive
- Sand Canyon Road & Campus Drive North
- Sand Canyon Road & Chapman Heights Road
- Wildwood Canyon Road & 5th Street

- Yucaipa Boulevard & 3rd Street
- Yucaipa Boulevard & 4th Street
- Yucaipa Boulevard & 5th Street
- Yucaipa Boulevard & 6th Street
- Yucaipa Boulevard & 7th Street
- Yucaipa Boulevard & 10th Street
- Yucaipa Boulevard & 12th Street
- Yucaipa Boulevard & 13th Street
- Yucaipa Boulevard & 14th Street
- Yucaipa Boulevard & 17th Street
- Yucaipa Boulevard & 18th Street
- Yucaipa Boulevard & Bryant Street
- Yucaipa Boulevard & Oak Glen Road
- Yucaipa Boulevard & Yucaipa Valley Center

1 Future traffic signal  
2 Location approval based on availability of display space
Section 3B - Proposed Banner Design

Include a mock-up of a sample banner as an attachment to this application.

Sign Company: ________________________________
Mailing Address: ________________________________

Street Address
City State Zip
Contact Name: ________________________________
Phone Number: ________________________________ Alternate Number: ________________________________
Email Address: ________________________________
Business License Number: ________________________________ Expiration Date: ________________________________

Section 3C – Proposed Banner Installation

Banners shall be hung by sign company, City Staff, or by a City-approved contractor. *A fee shall be paid by the applicant to cover the City’s costs, if any, in putting up and taking down the proposed banner(s). Encroachment Permits, insurance and inspections may be required prior to the installation and removal of banner.

* Reference estimated City fees below

Banner to be installed by: (Check Appropriate Box)

☐ Sign Company  ☐ City Staff  ☐ City-Approved Contractor

Contractor Information:

Contractor Name: ________________________________
Phone Number: ________________________________ Alternate Number: ________________________________
Email Address: ________________________________
Business License Number: ________________________________ Expiration Date: ________________________________

Encroachment Permit Required: ☐ Yes  ☐ No

<table>
<thead>
<tr>
<th>Estimated City Fees: (based on a 2-hour minimum)</th>
<th>2-Hour Minimum</th>
<th>Each Additional Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Traffic Control (includes City Staff and City Truck):</td>
<td>$50.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>Scissor Lift/Labor (contract):</td>
<td>$180.00</td>
<td>$80.00</td>
</tr>
</tbody>
</table>
Section 4 – Insurance

The applicant for a Banner Display shall provide and maintain comprehensive general liability insurance for any injury or property damage arising out of the banner, or any portion thereof, failing to remain attached to the Pole(s) during the approved display period. The applicant shall provide the following:

A. Minimum Scope of Insurance. Applicant shall provide insurance in scope, amounts and coverage as required by City, including, but not limited to, the following:

   (1) Insurance Services Office Commercial General Liability coverage (Occurrence Form CG 0001).

   (2) Insurance Services Office Form Number CA 0001 (Ed. 1/87) covering Automobile Liability, Code 1.

B. Minimum Limits of Insurance. Applicant shall maintain limits no less than:

   (1) General Liability: $1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limits shall be twice the required occurrence limit. ($2,000,000).

   (2) Automobile Liability: $1,000,000 per accident for bodily injury and property damage.

C. Other Insurance Provisions. The general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

   General liability coverage shall be provided in the form of an endorsement to Applicant’s insurance, or as a separate owner’s policy. The coverage shall contain no special limitations on the scope of protection afforded to City, its officers, officials, employees, agents or volunteers.

D. Acceptability of Insurers. Insurance shall be placed with insurers with a current A.M. Best’s rating of no less than A: VII, unless otherwise acceptable to the City.

Section 5 - Indemnification

I, the undersigned, agree to defend, indemnify and hold harmless the City of Yucaipa, its officers, employees and contractors, for any injury or property damage arising out of the applicant’s negligence in construction and/or installing the banner or banners.

Signature ______________________ Title ______________________ Date ______________________

To Be Completed by City

Date Approved: ______________________ Approved By: ______________________
Fee Paid: $ ______________________
City of Los Alamitos
Parks, Recreation & Cultural Arts Commission

Agenda Report
Staff Report
October 4, 2017
Item No: 6B

To:  Chair Pete Carvajal & Members of the Parks, Recreation and Cultural Arts Commission

From:  Megan Shimada, Recreation Coordinator

Via:  Corey Lakin, Recreation & Community Services Director

Subject:  Preview of 2017 Trunk or Treat featuring the Treasure Hunt

Summary:  This report provides the Parks, Recreation & Cultural Arts Commission a preview of the upcoming Trunk or Treat featuring the Treasure Hunt event.

Recommendation:  Commission receive and file.

Background

The Los Alamitos Recreation and Community Services Department will be hosting its 6th Annual Trunk or Treat featuring the Treasure Hunt event at Little Cottonwood Park on Saturday, October 28, 2017 from 5:00-7:30pm. The event will feature the popular costume contest, arts and crafts, a spooky photo area, carnival game booths, age-appropriate treasure hunt areas, inflatables, trick-or-treating from trunks, food trucks, and activities for the entire family.

Discussion

An estimated 2,500 people will visit Little Cottonwood Park to enjoy the 6th Annual Trunk or Treat event. The event will have three age-divided treasure hunt areas, carnival game booths, a costume contest, photo area, and a newly added spooky hayride.

The hayride will begin and end on the east end of the park near the restrooms. The hayride will circle the perimeter of the park along the sidewalk and guests will enjoy static displays of sponsored “hayride stations”. The hayride stations will consist of fun and spooky Halloween-themed décor such as a pumpkin patch, zombie land, ghosts in the graveyard, and a witch’s lair. Each sponsor is being asked to decorate 10x20 feet of space
with an approximate $250 value of supplies. So far, Generations Church has committed for the “pumpkin patch” and the Senior Club for “zombie land”. The hayride will be operated by City staff with sponsored golf carts and rented trailers. Staff expect a family of 4-6 people to fit on each trailer.

The popular costume contest will give a chance for all youngsters from infants to 13 years old to strut down the runway showing off their costume. Winners are eligible to win some fabulous prizes. The costume contest will begin at 6pm and will be separated into three age divisions. This year a “family division” will also be added to the costume contest. Prizes will be given to the top three winners of each division.

Another new addition this year will be adding a pumpkin pie eat contest for adults. Pies and awards for the winners are sponsored by Polly's Pies.

The treasure hunt areas will be split up into three areas according to the following ages:

1) Ages 0 to 3
2) Ages 4 to 7
3) Ages 8 to 12

In each area, a golden pumpkin will be hidden and a special prize will be given to those who find it. The treasure hunt will begin with the youngest age group going first at 5:30pm with the other groups to follow approximately five minutes apart.

Community members, local organizations, and businesses are invited to decorate their vehicles and participate in the event as “trunks.” A game or activity is highly encouraged for the trick-or-treaters to engage in. This is a great opportunity for local businesses to market themselves to approximately 2,500 residents. Those that are interested in being a trunk may find the application on the City’s website (cityofosalamitos.org/recreation). There is already a great start to the number of trunks this year as Generations Church will be partnering with the City to bring approximately 25 trunks to the event.

The Parks, Recreation and Cultural Arts Commissioners are invited and encouraged to participate in this year’s event. Commissioners’ tasks will include being the emcee for the event, judging the costume contest, treasure hunt announcer, and judging and awarding the prizes to the best trunk winner.

Below is the schedule that Commissioners are being requested for:

- 4:45 pm – 7:30 pm – Emcee for event (announcements of activities, sponsors, vendors, costume contest, pie eating contest, etc.)
  - 5:15 pm – 6:00 pm – Treasure Hunt Announcer
  - 5:30 pm: Distribute awards to the finders of the golden pumpkins
  - 6:00 pm: Judge the costume contest
  - 7:15 pm: Judge the “best trunk” contest and award prizes
Commissioners who are interested in attending this year’s Trunk or Treat event are encouraged to contact Megan Shimada at the Recreation and Community Services Department.

**Fiscal Impact**

Funding for the event is budgeted for $3,000 in supplies and $2,000 in staff time in the Recreation and Community Services Department’s Special Events Division. Trunk or Treat featuring the Treasure Hunt will also gain revenue funds from possible food trucks, vendors, and sponsors. Los Alamitos Senior Club has donated $250 and other various sponsors have committed with in-kind donations. This additional funding will assist in offsetting the expenditures for staff and supplies.

Submitted By:  
Megan Shimada  
Recreation Coordinator

Approved By:  
Corey Lakin  
Recreation & Community Services Director
City of Los Alamitos
Parks, Recreation & Cultural Arts Commission

Agenda Report
Staff Report

October 4, 2017
Item No: 6C

To: Chair Pete Carvajal & Members of the Parks, Recreation and Cultural Arts Commission

From: Ron Noda, Recreation Manager

Via: Corey Lakin, Director Recreation and Community Services

Subject: 2017 4th of July Fireworks Spectacular Overview & Wrap-Up

Summary: This report provides the Parks, Recreation & Cultural Arts Commission with an overview of the 2017 4th of July Fireworks Spectacular.

Recommendation: Commission receive and file.

Background

The annual 4th of July Fireworks Spectacular is co-produced by the cities of Los Alamitos and Cypress with financial support from the city of Seal Beach and the Community of Rossmoor. The Joint Forces Training Base provides the facility for the show.

Traditionally, the 4th of July Fireworks Spectacular offered the approximate 13,000 attendees a wide selection of food options, vendors, a Kids Fun Zone with inflatables and carnival games, live music entertainment, and a 22-minutes firework show.

Since 2010, the 4th of July Fireworks Spectacular did not require any general fund money to be spent on the event other than full-time Recreation and Community Services Department staff and overhead expenses. All Public Works, Police, and part-time Recreation staff time plus the cost of supplies, fireworks, rentals, and contracts were offset with revenues raised through sponsorships, vendors, parking fees, game usage, and contributions from Seal Beach and Rossmoor. After the 2014 fireworks show, the City Council directed staff to purchase an additional $12,000 in larger/higher fireworks (5", 6" and 8" shells) in response to resident complaints regarding the relocation of the fireworks display. This expenditure is separate from the event costs, as it is solely paid for by the City of Los Alamitos. In past years, there has even been a small amount of “excess” revenues (revenues over direct expenditures) carried over each year and placed
into a Liability Account to assist with funding future shows in the event the revenue falls short of expenditures.

**Discussion**

**License Agreement**

For several years, the Joint Forces Training Base was a partner for the 4th of July Fireworks Spectacular. Through a Memorandum of Agreement (MOA), the JFTB provided the installation as the home of the patriotic event and helped to provide security, fire and operational support through their staff. In exchange for this partnership, the cities made a donation to the JFTB Morale, Welfare and Recreation (MWR) fund of approximately $2,000-2,600 annually. Last year, the JFTB provided the cities of Los Alamitos and Cypress with a License Agreement, basically renting the grounds of the JFTB to the cities for the event. The JFTB provided security staff at the front gate to check identification and staff to open the areas of the Base needed for the event. The 2017 event went back to a Memorandum of Agreement (MOA) with increase stipulations that the cities of Los Alamitos and Cypress had to abide by with regulations like:

- Elimination of the event parking fee
- Elimination of the Kids Fun Zone
- Elimination of sales vendors
- Inability to have religious organizations participate as vendors/sponsors

**Vendors**

There were 10 food vendors (down from 14 a year ago and as many as 20 in the past) and zero informational/sales vendors (2016 had 10 informational/sales vendor). There were three sponsors who had booths, but they were all informational. The decrease of food vendors was a result of the elimination of the Kids Fun Zone and sales vendors due to vendors assuming a decrease in attendance. The food vendors brought in a total of $6,600 in revenue for the 2017 event.

**Kids Fun Zone**

In the past, the City of Los Alamitos contracted with Los Alamitos-based Elite Special Events to produce the Kids Fun Zone. Approximately 15 inflatables, games and rides for kids of all ages to enjoy throughout the event were offered. This year, the Kids Fun Zone was eliminated due to the JFTB's concerns over safety and the inability to offer "carnival-like activities" on the installation.

**Parked Vehicles**

Since 2011, the cities have collected $5 per vehicle parked on the airfield of the Joint Forces Training Base in order to help offset the cost of the event, including the parking attendants, signage and lights. In 2016, there were 1,962 vehicles that paid for parking.
for a total of $9,810. Another 500 military and VIP vehicles were parked that did not pay the parking fee. This year a fee for parking was eliminated in accordance with the MOA.

There are several other highlights to the 4th of July Fireworks Spectacular:

Fireworks

The Fireworks Display shot by Fireworks America totaled $31,000. Shell sizes of 5", 6", 8" and one 10" were fired off, giving a fuller and higher show and allowing residents not on the JFTB to see the fireworks display better. The 22-minute show lit up the night sky for thousands inside and outside of the Base to view.

Sponsors

Sponsorships continue to be priority of the Recreation and Community Services staff, even though they pose a significant challenge with the number of other events and programs the Department seeks donations for, in addition to the other non-profits in town who also compete for these dollars. Sponsorship money in the amount of $6,000 was returned due to the sponsoring organization being a religious entity (Generation Church - $5,000 and Cottonwood Church - $1,000) in accordance with the MOA. This year a total of $23,500 was raised. Below is the list of sponsors:

- Republic Services - $15,000
- Sea Air Federal Credit Union - $2,500
- Golden State Water - $2,500
- Charles Abbot Associates - $1,000
- Shops at Rossmoor - $1,000
- Southern California Edison - $1,000
- The Gas Company - $500

Donations

Co-produced with the cities of Cypress, Seal Beach, and the Community of Rossmoor, the 4th of July Fireworks Spectacular event occurs due to resources from all agencies. The city of Los Alamitos along with the city of Cypress does the majority of the planning and implementation. Below are the donations received for the 2017 event:

- Community of Rossmoor - $8,700
- City of Seal Beach - $8,000
- Run Seal Beach - $2,000

Fiscal Impact

The budget for the 4th of July Fireworks Spectacular stems from the General Funds from both Los Alamitos and Cypress to pay for Police and Public Works employees’ overtime,
part-time Recreation Leaders, supplies, fireworks, and contracts. Revenue is sought to offset the direct costs for the event and are also accounted for in the Los Alamitos and Cypress General Fund. Indirect costs for Recreation and Community Services full-time staff, overhead for both departments and other City departments is not included in the figures listed below and is a part of the contributions the cities provide to support the event.

The 4th of July Fireworks Spectacular netted $48,850 in revenues with a direct expense of $66,220 resulting in the event being in a deficit of $17,370. The City of Los Alamitos collects all the revenues and reimburses the City of Cypress for their expenditures ($36,927). The amount of $17,370 will be moved from the city of Los Alamitos’ 4th of July Liability Account to offset the deficit of the event.

Submitted By:

Ron Noda
Recreation Manager

Approved By:

Corey Lakin
Recreation & Community Services Director