

RESOLUTION NO. 2021-107

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REEDLEY AMENDING
THE CITY OF REEDLEY 11TH AND G STREET BANNER POLICY**

WHEREAS, the City Council, staff, and the community has identified a need to install new banner poles as part of the Downtown Revitalization Project; and

WHEREAS, with the completion of the installation of the new heavy duty banner poles, the City has identified the need to allow for increased size limits of the special event banners at the corner of 11th and G streets; and

WHEREAS, City staff has amended the banner placement policy to account for updated size limits; and

WHEREAS, the formation of formal policies and procedures allows for fair and equitable treatment of all interested parties.

NOW THEREFORE, IT IS HEREBY RESOLVED, that the City Council of the City of Reedley,

1. Hereby resolves to authorize the amendment of City of Reedley 11th Street & G Street Banners Policy as set forth in Exhibit "A".


The foregoing resolution was approved and adopted at a regular meeting of the City Council of the City of Reedley held on October 12, 2021, by the following vote:

AYES: Betancourt, Soleno, Beck, Tuttle, Fast.


NOES: None.

ABSTAIN: None.

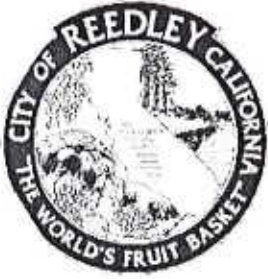
ABSENT: None.


Mary L. Fast, Mayor

ATTEST:


Ruthie Greenwood, City Clerk






REEDLEY CITY COUNCIL

- Consent
- Regular Item
- Workshop
- Closed Session
- Public Hearing

ITEM NO: 11

DATE: October 12, 2021

TITLE: ADOPT RESOLUTION NO. 2021-107 AMENDING CITY OF REEDLEY 11TH STREET & G STREET BANNERS POLICY

BY: Heather Kredit, Management Analyst 

SUBMITTED: Russ Robertson, Public Works Director

APPROVED: Nicole R. Zieba, City Manager 

RECOMMENDATION

Adopt Resolution No. 2021-107 amending the Street Banner policy as related to street banners to be hung at the intersection of 11th and G Streets.

EXECUTIVE SUMMARY

The Downtown Revitalization Project recently approved by the City Council included the installation of new banner poles at the corner of 11th and G streets. Previously the supporting banner cables were attached to street light poles and staff had concerns about strength and stability of the poles, thus only small banners were allowed to be hung from the cables. The new banner poles have been installed, and are substantially larger and no longer bring wind load concerns that accompanied the previous banner support poles. The current permit application and downtown banner policy needs to be amended to account for the larger size restrictions; to add a mechanism for the City to hang banners promoting its own sponsored messages/events; and allow City Council to determine if the City would like to advertise for an event outside of city limits if there is a public benefit.

BACKGROUND

The City has historically hung street banners to help promote local events within the City of Reedley. The prior policy, which was last brought before council in December 2011, allowed for a maximum length of 12 feet with a maximum of three feet in height. The updated policy increases those maximums to 25 feet wide and five feet high respectively.

FISCAL IMPACT

No fiscal impact resulting from the amended policy.

ATTACHMENTS

1. Resolution 2021-107
2. Proposed Banner Policy

- 3.3** Except as authorized by this policy or Title 10, Chapter 14 of the Reedley Municipal Code, banners are prohibited above or across any street or intersection in the City.

SECTION 4. PROCEDURE FOR DISPLAY REQUEST:

- 4.1** The promoter shall submit an application to the Public Works Director or his/her designee, on a form provided by the City at least fifteen (15) days prior to the requested beginning date for display of the banner(s).
- 4.2** The promoter shall provide evidence of ability to have the banner(s) constructed according to the standards set forth in this policy.
- 4.3** The promoter shall designate the date(s) of the special event (if any) to be promoted by the banner(s), and shall provide evidence that the banner(s) will be constructed in time to be displayed in advance of the event.

SECTION 5. OWNERSHIP OF BANNERS:

- 5.1** The promoter shall retain ownership of the banner(s). No banner shall be displayed unless it has been approved by the City. The City may reject any banner if the City finds that the banner does not meet the standards or criteria of this policy or any other standards in the Reedley Municipal Code.
- 5.2** The promoter bears all risk of loss in connection with the banner(s), including the risk that the banner(s) will not be approved by the City.

SECTION 6. APPROVAL CRITERIA:

- 6.1** A banner shall only be approved by the City for display if it refers to a special event that:
- 6.1.1 Occurs within the City of Reedley (unless the City Council determines that an event held outside the City of Reedley has significant benefit to the City of Reedley).
 - 6.1.2 Is for a civic or educational purpose.
 - 6.1.3 Is sponsored by a promoter which is a not-for-profit organization or by the City of Reedley.
 - 6.1.4 Is open to the public on a non-discriminatory basis.
- 6.2** A banner may be displayed only to announce a community event or special event.

- 6.2.1 The name of the event shall be printed in the largest boldest type;
- 6.2.2 The location and date shall be printed in a type size smaller than that of the event;
- 6.2.3 The name and/or logo of the organization sponsoring the event may be displayed in a type size smaller than that of the date and location;
- 6.2.4 No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases the organization promoting the event may not construct the banner such that the sponsoring entity's commercial name is the most overwhelming aspect of the banner.

Examples:

REEDLEY FIESTA RUN/WALK
Saturday, October 9, 2021
Sponsored by the Sierra Kings Health Care District

The City of Reedley Presents
MOVIES IN THE PARK
July 23rd at Pioneer Park

- 6.3 All banners shall meet the standards for such signs set forth in the Reedley Municipal Code.

SECTION 7. PROCEDURES & LIMITATIONS:

- 7.1 Banners may be displayed for up to two (2) calendar weeks prior to the event date. Additional time may be granted at the discretion of the Public Works Director.
- 7.2 Major events or festivals of at least two weeks duration may be allowed a banner to be displayed for an extended period if it is demonstrated to the satisfaction of the Public Works Director that the major event or festival will be open to the general public.
- 7.3 Banners shall only be installed and removed by City of Reedley employees or others as designated by the Public Works Director.
- 7.4 Banners shall be installed and removed only during City working days Monday through Friday.

- 7.5** A minimum banner permit fee may be charged, which is representative of the City's estimated costs associated with the hanging/removal of banners. (Note: All fee updates are processed through the Director of Finance and approved by resolution of the City Council. The fee must accompany the application form and be received at least 15 days prior to the date the banner will be hung. All organizations will be charged the same fee.
- 7.6** Banner permit applications from the City of Reedley shall be received no earlier than one year prior to the associated event. Permits will be issued on a "first-come, first-come, first served" basis. Banner space shall not be reserved, except through the issuance of a banner permit.
- 7.7** Banners must be dropped off at the Public Works Department at least five (5) days prior to being hung and must be picked up at the Public Works Department within one (1) week after removal. Failure to pick up the banner within one week will effectively release ownership of the banner to the City, after which the City may dispose of the banner in any manner.
- 7.8** By submitting the banner application the promoter relieves the City of any liability with respect to the banner and its placement or removal.
- 7.9** If the banner has to be removed after normal working hours for public safety reason(s), the promoter shall reimburse the City the expenses for such removal, including any overtime pay paid to City employees.

SECTION 8. SPECIFICATIONS

- 8.1** Banners must be constructed of a fabric which will be able to withstand typical weather conditions. Banners shall not exceed twenty-five (25) feet in length and five (5) feet in height and shall not be less than ten (10) feet in length and two (2) feet in height.
- 8.2** Banners shall have metal grommets or eyelets at all corners, and every 24 inches along the top and bottom of the banner.
- 8.3** Banners shall have wind relief cuts, 1 foot on center (4 inches x 4 inches, horseshoe cut).

SECTION 9. INTERNAL PROCEDURES

- 9.1** Application is received by Public Works Department designee and forwarded to Public Works Director for review.
- 9.2** If application is approved, the approved application shall be so noted and will constitute the banner permit.
- 9.3** Applicant is contacted with the following information:
- If approved –
- Applicant is advised to pick up the copy of the approved application, which constitutes the banner permit;
 - Applicant is advised to bring the banner into our office at least five (5) calendar days prior to the first day it will be hung;
 - Applicant will be advised that the banner must be picked-up within one week after the last day of display or the banner may be disposed of by the City.
- If denied –
- Applicant will receive reason for denial either in writing or verbally.
- 9.4** A copy of the approved application is forwarded to the Public Works Roads and Grounds Supervisor for his records and calendar to schedule the banner to be hung and removed.
- 9.5** Original application and any corresponding material will be filed in the Public Works Department.