
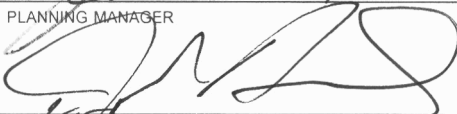


ITEM NO.	<u>5b(7)</u>
MEETING DATE	<u>5-22-07</u>
APPROVED BY	
STAFF AUTHOR	
PLANNING MANAGER	

CITY OF REDDING

REPORT TO THE PLANNING COMMISSION

DATE: May 18, 2007

CODE: L-010-500-050

FROM: Development Services Department

SUBJECT: Recommendation to City Council re Policy and Amendment to Chapter 18.42 "Signs" to Allow the Placement of Noncommercial Advertising Banners in the Public Right-of-Way

RECOMMENDATIONS

Recommend to the City Council that it amend Redding Municipal Code Chapter 18.42. (Sign Ordinance) and adopt the proposed Council policy to create and administer a "Street Banner Program" in Redding.

BACKGROUND

The Commission will recall a discussion regarding this topic at its May 8 meeting. The matter was referred to the Planning Commission from the City Council as part of the Council's bi-annual priority-setting efforts. Attached for Commission consideration is a proposed amendment to the City's Sign Ordinance (RMC Chapter 18.42) to allow the erection of "street banners" within the public right-of-way (Attachment "A") on streetlights. Accompanying and supporting the ordinance amendment is a Council policy creating a "Street Banner Program" to reasonably control the use of such banners for noncommercial purposes.

At its May 8, 2007, meeting the Commission recommended that the Council adopt the proposed ordinance and policy with some minor modifications, which have been incorporated into the policy. The changes include:

1. The Market Street Demonstration Block and South Bechelli Lane have been added to the list of permissible locations.
2. North Market Street has been added to the list of locations, subject to an amendment of the current agreement between Redding and Caltrans to allow such signs.
3. The option for use of only a portion of the poles on a street has also been removed. This should avoid the potential for an inconsistent and cluttered appearance.

ORDINANCE AMENDMENT AND COUNCIL POLICY

The proposed ordinance amendment would refine the current standards by establishing a permitting process for "street banners" at specified locations. Issuance of the administrative sign permit would be subject to standards for a "Street Banner Program" established in City Council policy, and the

program would be administered by the Development Services Department and Redding Electric Utility. The proposed City Council policy would include the criteria for placement, the permitted design and locations for the banners, and the administrative standards governing such signs (Attachment "B").

The policy contains the following basic criteria:

Several streets are identified where such signs can be placed and the opportunity for the City Council to authorize placement at other locations on a case-by-case basis.

Signs will be of a standard size and construction—no more than 2.5 feet wide and 4.0 feet high—and must be designed to withstand an 80 mph wind load.

- ▶ The base of the signs will be a minimum of 14 feet above the traveled way and 11 feet above the sidewalk.
- ▶ The banners and supporting material must be removed within 30 days after the date of installation, unless otherwise allowed by the permit.

RECOMMENDATION

1. Recommend to the City Council that it adopt the attached amendments to Redding Municipal Code Chapter 18.42 (Sign Ordinance) and that it also adopt the proposed Council policy to create and administer a "Street Banner Program" in Redding. **(Staff Recommendation)**
2. Recommend to the City Council that it *not* adopt the attached amendments to Redding Municipal Code Chapter 18.42 (Sign Ordinance) and that it *not* adopt a Council policy to create and administer a "Street Banner Program."

CONCLUSIONS

Street banners can be an effective means of conveying to the general public information on civic events of general interest. Adoption of a simple, well-administered program that has clear standards can help address most, if not all, of the potentially negative aspects of such signs.

ATTACHMENTS

- A. Draft of proposed Sign Ordinance Revisions
- B. Proposed Council Policy

JH:jh

STAF\Ch 1842-SignOrd-Banners-JH-PC.wpd

c: City Attorney

Deputy Director, Redding Electric Utility

STRIKEOUT ORDINANCE

STRIKEOUT ORDINANCE

OLD LANGUAGE: ~~Struck Out~~
NEW LANGUAGE: Underline

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF REDDING AMENDING TITLE 18 (ZONING), CHAPTER 18.42 (SIGNS) OF THE REDDING MUNICIPAL CODE BY DELETING SUBSECTION 18.42.070.I (EXEMPTED SIGNS) AND ADDING NEW SUBSECTION 18.42.040.T (STANDARDS FOR CERTAIN TYPES OF SIGNS) RELATING TO TEMPORARY STREET BANNERS

18.42.070 Exempted Signs

[No change to text through subsection H]

- I. ~~Nonprofit event banners extending across city and state rights-of-way as approved by the director.~~

18.42.040 Standards for certain types of signs.

[No change to text through subsection S]

- T. Permits for street banners issued pursuant to this Chapter 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 or of welcoming conventions or similar gatherings and shall be subject to such terms and conditions as shall be reasonably imposed. No permits shall be issued to further political or religious purposes or purposes primarily involving private financial gain. Nothing in this Chapter shall be construed to prohibit the issuance of a permit for a street banner welcoming the convention or similar gathering of a private, religious, or political organization. Permits for street banners shall be granted for a period of not more than 30 days unless a longer period is specifically requested and justified due to special or extraordinary circumstances. Standards for the time, size, placement, content, and administration of street banners shall be as set forth in a City program for street banners, as may be established in adopted City Council policy governing placement of such signs within the public rights-of-way.

5-18-07
PROJORD\Ch1842-Amd-Add Street Banners SO.wpd

STRIKEOUT ORDINANCE

**CITY OF REDDING, CALIFORNIA
COUNCIL POLICY**

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

PURPOSE

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

GENERAL PROVISIONS

All Street Banners located within the City of Redding public right-of-way shall comply with Chapter 18.42 of the Redding Municipal Code. Only those Street Banners approved and permitted by the Development Services Director as being in compliance with the City’s Street Banner Program may be installed within the public right-of-way.

Permits for street banners issued pursuant to Chapter 18.42 shall be granted only to nonprofit civic organizations or governmental bodies for the purpose of bringing to the attention of the public events which are of a general public interest or of welcoming conventions or similar gatherings and shall be subject to such terms and conditions as shall be reasonably imposed.

No permits shall be issued to further political or religious purposes or purposes primarily involving private financial gain. Nothing in this chapter shall be construed to prohibit the issuance of a permit for a street banner welcoming the convention or similar gathering of a private, religious, or political organization. Permits for street banners shall be granted for a period of not more than thirty (30) days unless a longer period is specifically requested and justified due to special or extraordinary circumstances.

PERMIT PROCESS

- A. No temporary street banner shall be installed within any public right-of-way without first obtaining a permit issued by the Development Services Director in accordance with regulations provided in Chapter 18.42 of the Redding Municipal Code and the standards set forth in this Temporary Street Banner Program.
- B. Applications for a temporary banner permit shall be submitted to the Development Services Director on a form supplied by the City of Redding at least thirty (30) days prior to the desired installation date. Street Banner permits may be requested up to one (1) year in advance of the desired installation date and will be approved on a first-come, first-served basis.
- C. All Street Banner applications shall contain a sketch of the proposed banner(s), depicting banner content and dimensions.

ITEM 56(7)
ATTACHMENT B

**CITY OF REDDING, CALIFORNIA
COUNCIL POLICY**

SUBJECT	RESOLUTION NUMBER	POLICY NUMBER	EFFECTIVE DATE	PAGE
STREET BANNER PROGRAM (TEMPORARY NON-COMMERCIAL STREET BANNERS WITHIN THE PUBLIC RIGHT-OF-WAY)	07-	1302		2 of 3

- D. The Development Services Director shall determine if the application complies with the standards specified in this policy.
- E. The Development Services Director shall approve or deny the application within five (5) business days.
- F. The Development Services Director shall approve the permit if the application conforms with the standards contained in this policy and the requirements of Chapter 18.42 of the Redding Municipal Code.
- G. The Development Services Director shall deny the permit if the application does not conform to the standards in this policy and/or the requirements of Chapter 18.42 of the Redding Municipal Code. The applicant shall be given written notice of, and the reasons for, the denial.
- H. The Development Services Director shall impose an application fee to cover the processing cost of the Street Banner sign permit and collect the fee at the time of application.
- I. The Permittee shall agree to indemnify and hold harmless the City of Redding from any damages resulting from the failure or malfunction of permittee's banner(s).
- J. The City of Redding will not be responsible for theft or damage of banners.
- K. Banner installation is allowed only on decorative streetlight standards in the following areas:
 - Market Street Demonstration Block.
 - ▶ Parkview Avenue between State Route 273 and State Street.
 - ▶ North Market Street (as may be authorized by separate agreement with Caltrans).
 - ▶ South Bechelli Lane
 - Other locations as may be specifically authorized by the City Council.
- L. Only banner types meeting the definitions set forth in **Exhibit "A"** to this policy shall be allowed under the provisions of the Street Banner Program.

STANDARDS

A. Manner of Installation

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

**CITY OF REDDING, CALIFORNIA
COUNCIL POLICY**

SUBJECT	RESOLUTION NUMBER	POLICY NUMBER	EFFECTIVE DATE	PAGE
STREET BANNER PROGRAM (TEMPORARY NON-COMMERCIAL STREET BANNERS WITHIN THE PUBLIC RIGHT-OF-WAY)	07-	1302		3 of 3

4. Banners mounted toward the street and subject to being struck by vehicular traffic must be mounted at least fourteen (14) feet above the road surface. Banners mounted away from the road and not subject to vehicular traffic must be mounted at least eleven (11) feet above the sidewalk.
5. All banner brackets on streetlight poles must be installed using stainless steel band clamps, and the brackets must be sufficiently strong to withstand wind loads generated by eighty- (80) mile-per-hour winds. Banner brackets shall have "break-away" capabilities to prevent pole failure in the event of vehicle contact or winds in excess of eighty (80) miles per hour.
6. Poles or standards must be wrapped with forty-five (45) ml thick black rubber sheet or other preapproved material under all steel brackets and clamps, and no portion of any bracket shall be in direct contact with the surface of any streetlight pole or standard. In addition, all streetlight pole(s) being used must be inspected and approved by the Electric Department prior to installation.
7. Banners shall be installed only at locations specified on the permit.
8. Banners shall be installed and removed by City personnel in strict compliance with the traffic control, signage, and warning device criteria specified in the Caltrans manual of traffic control. The cost of banner installation and removal shall be paid by the permittee prior to installation of the banners.

B. Time of Installation

1. Permittee shall deliver the banner(s) and all necessary mounting hardware to City of Redding Electric Department, 20055 Viking Way, #2, Redding, CA 96003 a minimum of two (2) business days prior to the installation of any banner on streetlight poles pursuant to the permit.
2. All banners and supporting material shall be removed within thirty (30) days after the date of installation unless an extension of time is specifically requested by the applicant and approved by the Development Services Director. The length of the time extension shall be as specified by the Development Services Director.

C. Place of Installation

1. Banners shall only be installed on City-owned poles and standards.
2. Banners shall not be installed on any pole or standard which could create sight-distance problems for pedestrian or vehicular traffic.
3. Banners shall only be installed at the approved locations indicated on the plan submitted with the banner application.

EXHIBIT "A" TO COUNCIL POLICY "STREET BANNER PROGRAM"

DEFINITION OF BANNER TYPES

1. *Community Event*

Defined as an event or a series of related events involving a subject matter of interest to a significant portion of the residents of the City that promotes civic pride in a local community within the City or for the City as a whole, that is not a purely commercial enterprise, and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.

2. *Charitable Event*

Defined as an event or a series of related events involving a subject matter of interest to a significant portion of the residents of the City where the proceeds, if any, will directly benefit a charitable organization that maintains its charitable status pursuant to Internal Revenue Code Sec 501(C)(3).

3. *Nonprofit or Not-for-Profit Event*

Defined as an event or series of related events involving a subject matter of interest to a significant portion of the residents of the City that is sponsored by an organization which is incorporated or otherwise organized as a nonprofit organization pursuant to the laws of the State of California or the United States and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.

4. *City Event*

Defined as an event or series of related events involving a subject matter of interest to a significant portion of the residents of the City that is also an event sponsored by the City, any of its operating departments, boards, commissions, or bureaus, and which has been approved by the City Council.

5. *Noncommercial Civic Identification*

Defined as area or community identification public service or civic announcement or recognition of the existence of a neighborhood or commercial district in the City.