

STAFF REPORT*CITY OF OCEANSIDE*

DATE: September 10, 2014

TO: Honorable Mayor and City Councilmembers

FROM: Economic Development

SUBJECT: **APPROVAL OF NEW CITY COUNCIL POLICY 600-07 FOR A STREET LIGHT POLE BANNER PROGRAM AND APPROVAL OF A BUDGET TRANSFER**

SYNOPSIS

Staff recommends that the City Council approve new City Council Policy 600-07, Street Light Pole Banner Program; and approve a budget transfer in the amount of \$8,800 from the Economic Development Regional Collaboration fund to the Economic Development Marketing account for 44 banners.

BACKGROUND

On October 7, 1998, a Citywide Street Light Pole Banner Policy was approved that allowed Mira Costa College to install 55 banners on College Boulevard, Rancho Del Oro and Vista Way.

At that time, street light pole banners were installed by City staff, and the Arts Commission reviewed and approved the banners. The 1998 Policy was not used to provide for banners in the Harbor, Townsite, South Oceanside, or Downtown areas. Banners near the beach areas were funded and managed by Economic and Community Development, which included Redevelopment. Once per year, Arts Alive banners were promoted by the Arts Commission and hung for a short time along Coast Highway.

The new Council Policy would allow for a comprehensive banner program that could be funded by utilizing sponsorships rather than funded by the City. The banners would be installed by outside professionals that indemnify the City.

ANALYSIS

The new policy would allow local business and art organizations to sell sponsorships for banners located in their designated area of interest, as outlined in the Street Light Pole Banner Program Guidelines. A Memorandum of Understanding (MOU) would be required for each organization and approved administratively.

The Street Light Pole Banner Program proposes public-private partnerships by creating "Banner Districts" and making local business and art organizations that have a vested interest in specific areas of Oceanside responsible for a specific "Banner District". The Banner District entities would be responsible for the production, fabrication, installation and maintenance of the banners and banner hardware in that Banner District. The Banner District entity would have the option to sell sponsorships on the banners in its Banner District for a maximum price of \$300 per banner which would include fabrication, installation, maintenance and removal. The Banner District entity would not be charged for use of the street light poles by the City, but would be required to keep banners and hardware in its designated areas consistently updated and maintained.

In the program guidelines, street light pole banners would be permitted in the City of Oceanside when used to encourage and support a City-sponsored event, Citywide event, Countywide event, City-funded event, City neighborhood, City promotion, City special event or historical City site of interest. Sponsorships would only include logos or entity names and would not be the main message of the banner. Sponsorship logos or names would occupy no more than 15 percent of the total banner space.

Banner messages would be limited to events or activities that are of a cultural, historical or community nature and would not be used for political messages or advertising. The Street Light Pole Banner Program Policy (Attachment 2) explains the program details.

Allowing for a public-private partnership to manage the Street Light Pole Banner Program is an effective way to defray the cost of designing, fabricating and installing banners. It is also an effective way to keep banners current, make the streets visibly pleasing to visitors, and instill community and neighborhood pride.

FISCAL IMPACT

Transfer of \$8,800 is requested from the Economic Development Regional Collaboration funding (310332101.5305) to Economic Development Marketing (310332101.5365) to purchase and install 44 Gateway Banners.

INSURANCE REQUIREMENTS

The City's standard insurance requirements will be met.

COMMISSION OR COMMITTEE REPORT

Does not apply.

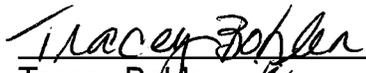
CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

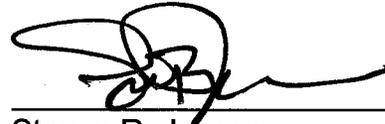
Staff recommends that the City Council approve new City Council Policy 600-07, Street Light Pole Banner Program; and approve a budget transfer in the amount of \$8,800 from the Economic Development Regional Collaboration fund to the Economic Development Marketing account for 44 banners.

PREPARED BY:



Tracey Bohlen *jr*
Economic Development Manager

SUBMITTED BY:



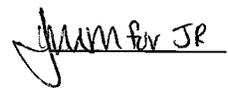
Steven R. Jepsen
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

James R. Riley, Financial Services Director





JM R JR

ATTACHMENTS:

1. City Council Policy 600-07
2. Street Light Pole Banner Program Policy
3. 1998 Street Light Banner Policy

SUBJECT: POLICY NUMBER 600-07

Street Light Pole Banner Program Adopted: 9-10-14

It is the policy of the City of Oceanside to establish a Street Light Pole Banner Program when used to encourage and support a City-sponsored event, City-wide event, County-wide event, City-funded event, City neighborhood, City Promotion, City Special Event or historical site of interest.

Organizations and individuals may participate in the Street Light Pole Banner Program, but use is limited to events or activities that are of a cultural, historical or community nature to achieve the goal of promoting tourism, community pride in neighborhoods, and to promote notice of events. Banners must be approved by the City, must display the character of the area and may not be used for political messages or advertising and sponsorships can only occupy 15% of the total banner space.

Copies of the complete policy are available in the City Manager's office.

**CITY OF OCEANSIDE
STREET LIGHT POLE BANNER PROGRAM POLICY**

PURPOSE

This Policy is established to form a Street Light Pole Banner Program and develop a public-private partnership with entities that have interest in specific areas of Oceanside who would benefit from this program and to update the 1998 Policy.

Street light pole banners are permitted in the City of Oceanside when used to encourage and support a City-sponsored event, City-wide event, County-wide event, City-funded event, City Neighborhood, City promotion, City special event or historical City site of interest. Use of this program will be limited to community characteristics, neighborhood promotion, and announcements of activities or events held within the City of Oceanside or the County of San Diego (in specified locations), with priority given to activities within the City when conflicts occur.

Banner messages are limited to events or activities that are of a cultural, historical or community nature, must display the character of the area and may not be used for political messages or advertising more specifically described in the sponsorship portion of this Policy.

By adopting this Policy, the City Council does not intend to create a public forum on the City-owned light pole. Rather, the Council has made the upper portion of the pole available to announce City-sponsored event, City-wide event, County-wide event, City-funded event, City Neighborhood, City promotion, City special event or historical City site of interest to achieve the goal of promoting tourism, community pride in neighborhoods, and to promote notice of events.

Sponsorships of banners can occur but will only include logos or entity names and cannot be the main message of the banner. Sponsorship logos or names can occupy no more than 15% of the total vertical banner space.

CONTACT / ADMINISTRATION

The Street Light Pole Banner policy will be administered by City of Oceanside Economic Development Division.

Contact Economic Development at: (760) 435-3352
EconomicDevelopment@ci.oceanside.ca.us

BANNER LOCATIONS

Banner Districts were developed to allow Banner District Entities, who have a vested interest in specific areas of Oceanside, to further their mission. It also allows banners to be rotated on a regular basis by giving Banner District Entities the ability to sell sponsorships that promote their geographical area of interest.

Requests for banners may be made either for all poles within a specific Banner District or for selected poles within a Banner District. Banners are limited to poles with existing brackets in place unless the sponsor or Banner District Entity is willing to fund the installation of new brackets if approved by the City. See Street Light Pole Location Map, Exhibit 3, for details on street light pole locations.

Reserved Locations: Key locations throughout the City Banner Districts will be reserved for sponsoring entities to install event specific banners at specified times throughout the year. If the reserved locations are not needed for a particular year the Banner District Entity responsible for the location will be informed in a timely manner.

- **Holiday Banners/Decorations**
Dates: November 15 to January 5 of each year
Location: On Mission Avenue west of Horne Street, Tremont Street, Pier View Way west of North Coast Highway, Pacific Street, North Coast Highway and South Coast Highway
- **San Diego County Fair Banners**
Dates: April 15 to July 10 of each year
Location: Approximately 30 to 40 banner locations on North Coast Highway and South Coast Highway are programmed for this event
- **Arts Related Banners**
Time: 8 weeks out of each year
Location: South Coast Highway and North Coast Highway from Seagaze Drive to Wisconsin Avenue.
- **Special Event Banners**
Time: Year Round
Location: The Strand north and south and Pacific St. north and south

The banners in place at that time will be removed for the time specified and held by the banner installer for replacement in the same location at the end of the reservation period. The sponsoring entity will pay for the banner fabrication, installation, maintenance, removal and re-installation of original banners at the end of the reservation period.

Below are the Banner Districts and the Entities responsible for the fabrication, installation and maintenance of the banners and the banner hardware in specific locations. There are a total of 349 street light poles with banner hardware installed some of the poles have a single banner space and others have space for two banners directly adjacent to each other. The banner district entity will be responsible for all the banner spaces designated to the street light pole.

<u>Banner District Name</u>	<u>Suggested "Banner District Entity"</u>
1. Gateway District 22 Poles: All entrance ways into Oceanside. Mission Ave east of Horne; North Coast Hwy at Harbor Dr; North Coast Hwy at Highway 76; South Coast Hwy at Vista Way; South Coast Hwy at Oceanside Blvd; South Coast Hwy at Eaton	City of Oceanside - Economic Development
2. Harbor District 36 Poles: North and South Harbor Drive	City of Oceanside -Harbor District
3. Townsite District 105 Poles: All of North Coast Highway from Harbor Dr. and South Coast Highway to the train tracks at Godfrey St.	Oceanside Chamber of Commerce
4. Arts and Entertainment District 8 Poles: Pier View from Ditmar to Horne	Oceanside Museum of Art
5. Downtown District 55 Poles: Daytime Market Area – Ditmar to Coast Hwy; Sunset Market Area – Tremont south to Mission north to Civic Center; Pier View Way east to Cleveland St. and west to Coast Hwy, Mission Ave east to Horne west to Pacific	MainStreet Oceanside
6. South Oceanside 76 Poles: All of North Coast Highway; all of South Coast Highway; and South O which is Godfrey St. to the lagoon	Oceanside Chamber of Commerce
7. Tourism District 47 Poles: Pacific St. both north and south and The Strand both north and south	Visit Oceanside

The City will allow responsible entities within the Banner Districts to have priority and responsibility for placing banners, at the discretion of the City. The Banner District Entities can change over time based upon the Memorandum of Understanding (MOU) at sole discretion of the City.

Each Banner District Entity listed shall have an MOU with the City of Oceanside, Economic Development Division of the City Manager's Office to host the banner programs which will be approved administratively. The MOU will outline the goals and responsibilities for each entity when carrying out the Banner Program.

BANNER PROGRAM DESIGN AND APPROVAL PROCESS

Street Light Pole Banners must fall into one of the following categories:

City-Sponsored ▪ City-Wide ▪ County-Wide ▪ City-Funded ▪ City-Neighborhood ▪ City Promotion ▪ City Special Event

Street Light Pole Banners are used as a promotional tool and to notify residents, visitors and tourists of special events and activities occurring in the City. Banners on streetlight poles should communicate information about community events, neighborhoods, or county-wide events. They can also add a festive element that enhances the ambience of the community by promoting the community identity and civic pride.

Standard banner designs are included in this Policy which depicts specific areas of Oceanside. Sponsors and Districts may choose a standard banner design which can be printed and installed without additional City approvals, but must still be coordinated with the Banner District responsible for the area the banner is to be installed.

If a sponsor or District chooses to develop a different design for banners, then the District Representative should submit banner examples to the Economic Development Division prior to the production or installation of banners to gain approval of the design and sponsorship. If the banner design violates any of the policy guidelines or restrictions, the banner will be denied approval.

Annually, the City of Oceanside will supply new standard banner designs that sponsors and Districts can choose from which depict Oceanside's theme and culture to include Citywide activities, tourist activities, cultural activities or neighborhoods.

SPONSORSHIP OF STREET LIGHT POLE BANNERS

Sponsorship of banners is an effective way to defray the cost of designing, fabricating and installing banners. It is also an effective way to keep banners current.

Sponsorship of banners may be displayed through the appearance of the sponsor's logo and/or name on the banner. The corporate sponsor's identity is limited to a maximum of 15 percent of the total vertical banner area, and will be restricted to either the company logo or company name at the bottom of the banner and shall not include any advertisement or slogan. The sponsor's identity must be subordinate to the message on the banner.

The Economic Development Division of the City Manager's Office of the City of Oceanside has final review and approval of all banners and name or logo used in the sponsorship.

COST AND LENGTH OF TIME

The cost to sponsor banners will be driven by market demand and will include the banner and installation and removal. All costs for the banner fabrication, new hardware (if required), installation of banners and removal of banners will be paid directly by the Banner District Entity. The City will not be involved in the billing process for Banner Districts for which the City is not responsible.

The amount of time a banner will be hung will be determined by the Banner District Entity, but not for more than one year, and optimally replaced once every three months. City-wide or County-wide and reserved event banners (as noted in the banner location section of this Policy) will take precedence to be displayed over previously installed banners.

BANNER SPECIFICATIONS

Banners must have designs on the front and the back of the banner (double-sided printing). Banners must be mounted in a way that does not damage the street poles or existing hardware. Changes in the pole banner configuration must be requested in writing in advance of the change. Any maintenance to the pole banner hardware will be the responsibility of the installing entity at the time of installation and the cost paid by the Banner District Entity.

Size & Material

Banner dimensions are 30" wide and 84" tall. Many poles have brackets which hold 2 banners (adjacent to each other) that can be viewed from both sides. The top and bottom "pockets" must be 4" to accommodate the poles. Banner will be constructed of heavy vinyl which can withstand environmental conditions of wind, rain and sun.

BANNER GUIDELINES AND RESTRICTIONS

In order to ensure that the display of banners meets community expectations for order and aesthetics the following will be adhered to:

- * Banners can only be displayed on commercial streets where existing banner hardware has been installed. Banners are limited to poles with existing brackets in place unless the sponsor or Banner District Entity is willing to fund the installation of new brackets if approved by the City. This is generally along all of north and south Coast Highway, areas along Pacific Street and The Strand; Mission Avenue; Harbor Drive; and Pier View Way.
- * The banner shall not obstruct in any way the public's view of traffic signals, street signs, or any other City-approved sign.
- * Banners will be rotated at least once per year; but optimally banners should be rotated every three months as the seasons change.
- * Upon the conclusion of an event or promotion, the banner(s) will be removed within seven (7) calendar days, unless prior arrangements are made in writing.
- * Banners are not to be used for general advertising or personal messaging by any individual, entity, organization, business or product.
- * Expressly prohibited is: the promotion of products or services; the promotion of a business; political campaign messages; religious messages of any kind; tobacco; alcoholic beverages; profanity; graphics that would violate any City Code, City Policy or administrative directive ; violence; obscenity or nudity.
- * Banner sponsorship name is restricted to the bottom 15% of the banner, as shown on the Standardized Banner Designs attached as Exhibit 1.
- * The City of Oceanside can deny approval of an application or installation of banners if, upon receipt of the banner information, are found not to comply with the City's Economic Development Division's content, design and/or construction requirements as defined in this policy.

INSTALLATION, MAINTENANCE AND REMOVAL OF BANNERS

The responsibility and liability for installation, maintenance, and removal of banners is that of the Banner District Entity that is responsible for the designated street light pole area. For installation, banners must be attached to existing banner hardware. Please be advised, street light poles cannot be penetrated, glued, or altered in any manner by the installation or removal of banners or banner hardware. Modification or installation of new

hardware will be the responsibility of the banner sponsor. All banner installation must conform to City requirements for type and materials.

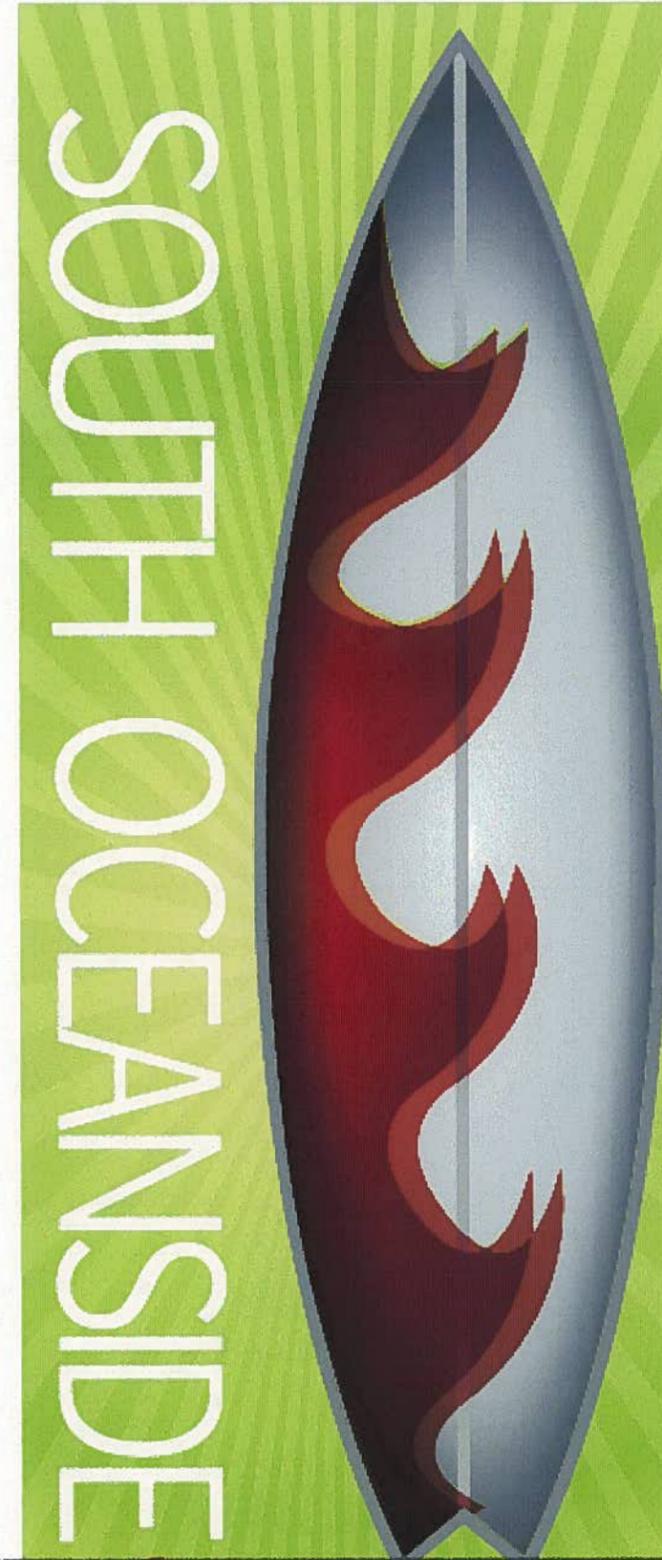
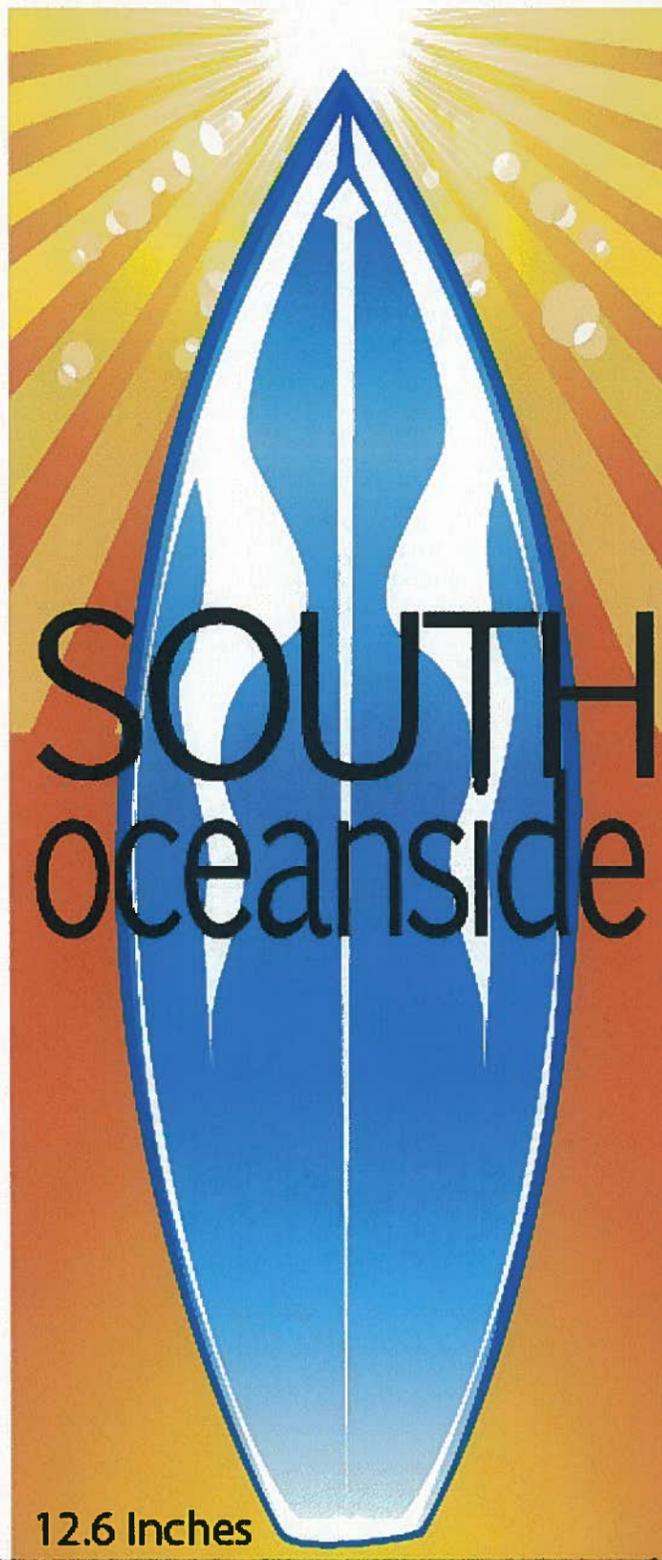
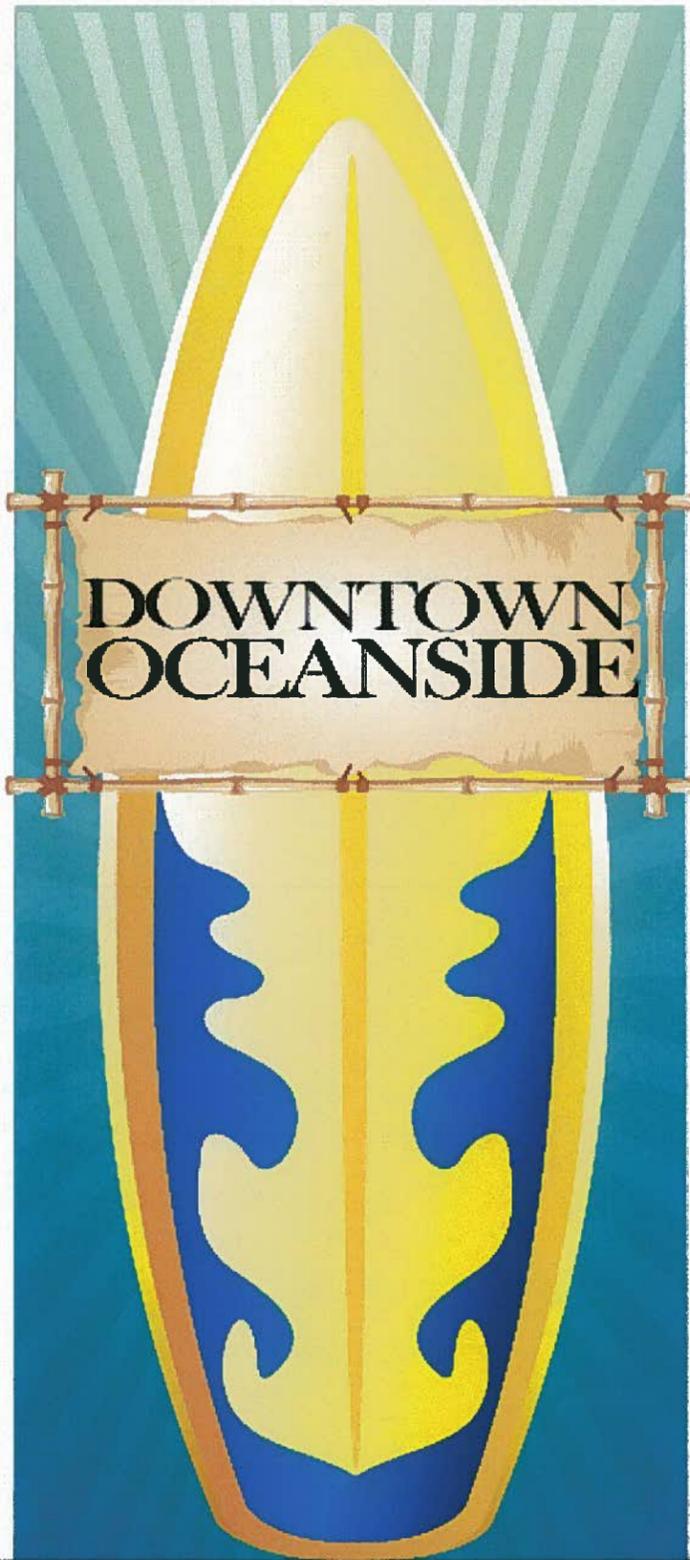
To ensure the banners remain safe and attractive, the Banner District Entity is responsible for monitoring and maintaining the banners at all times. If a problem exists, like a torn or ripped banner, or a banner that is off the hardware, the Banner District Entity is required to remove, repair, replace or otherwise correct the problem within 24 hours of notice. If a problem is public-safety related, the Banner District Entity must act immediately to correct the problem. If it fails to do so, the City of Oceanside may act to correct the problem at the expense of the Banner District Entity.

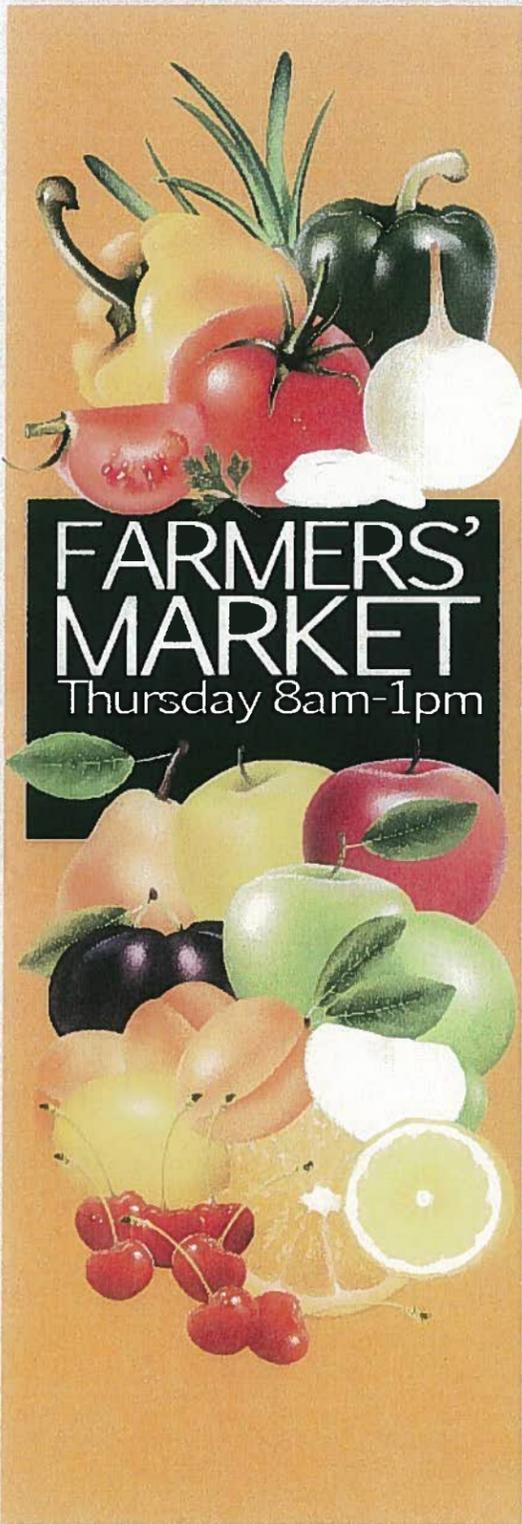
All banner hardware shall be kept in good working order and replaced as necessary by the banner installer at expense to the Banner District Entity. Any damage to street light poles or City-owned banner hardware shall be reported immediately to the City of Oceanside Economic Development Division.

Installation of banners is the responsibility of the Banner District Entity and insurance will be held by the Banner District Entity for the chosen installer that indemnifies the City as described in the Memorandum of Understanding.

Attachments:

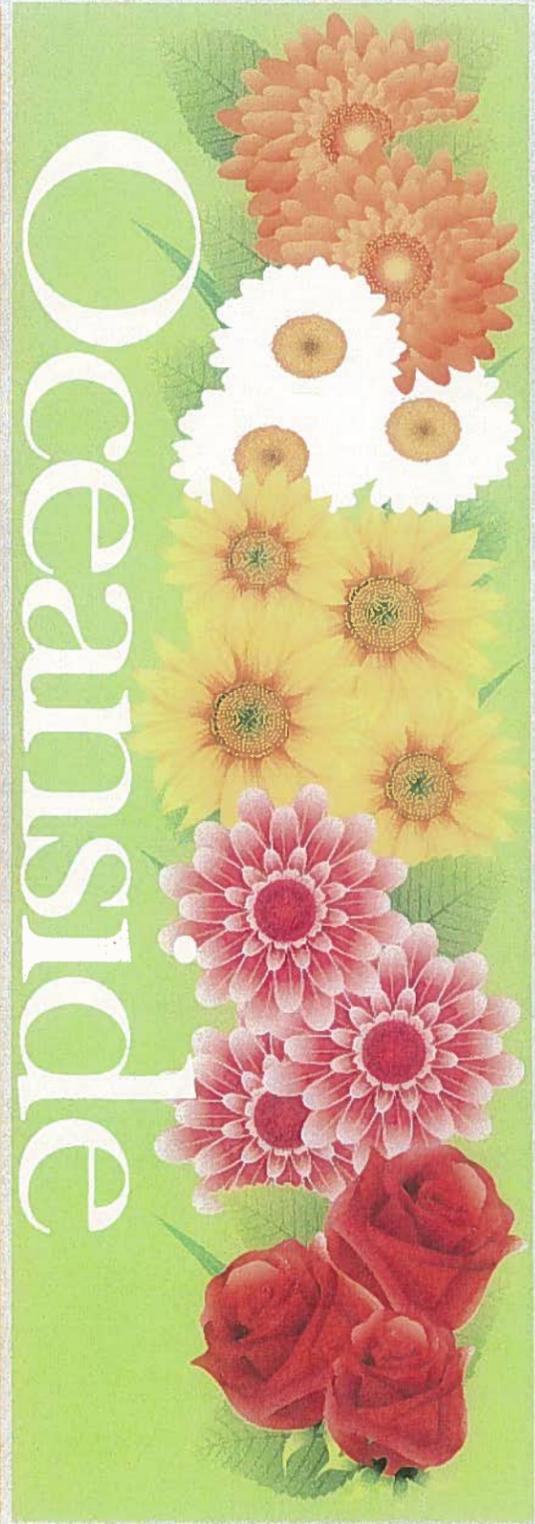
- Exhibit 1: Standardized Banner Designs
- Exhibit 2: Banner District Entity Map
- Exhibit 3: Street Light Pole Location Map



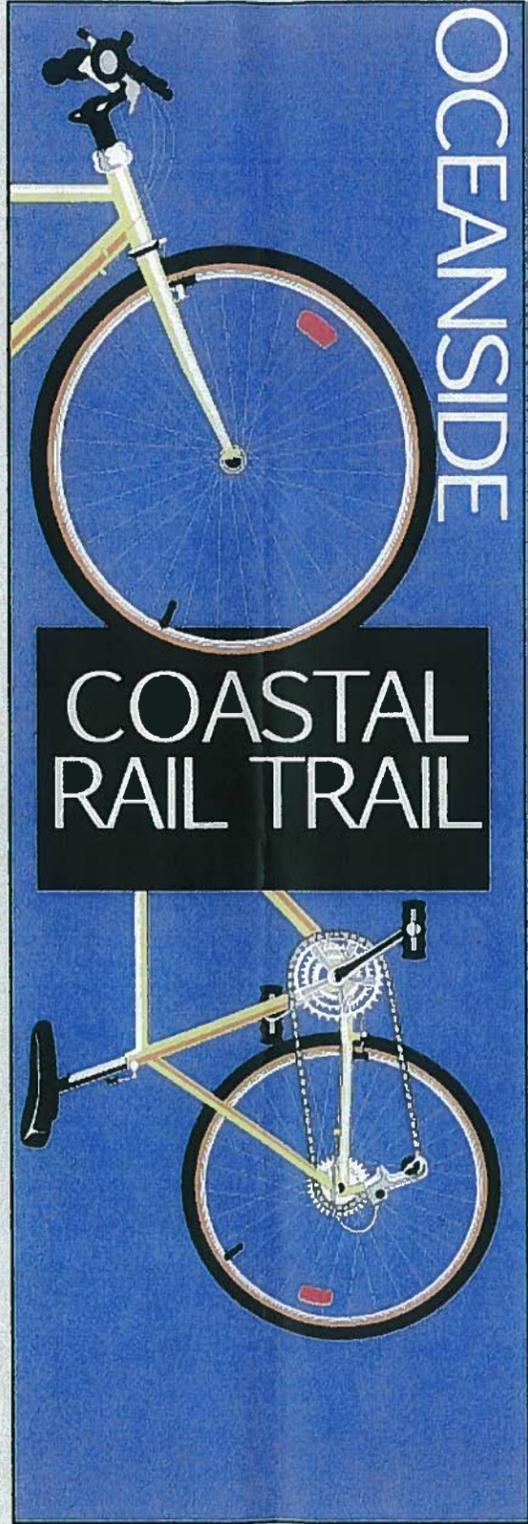


FARMERS' MARKET
Thursday 8am-1pm

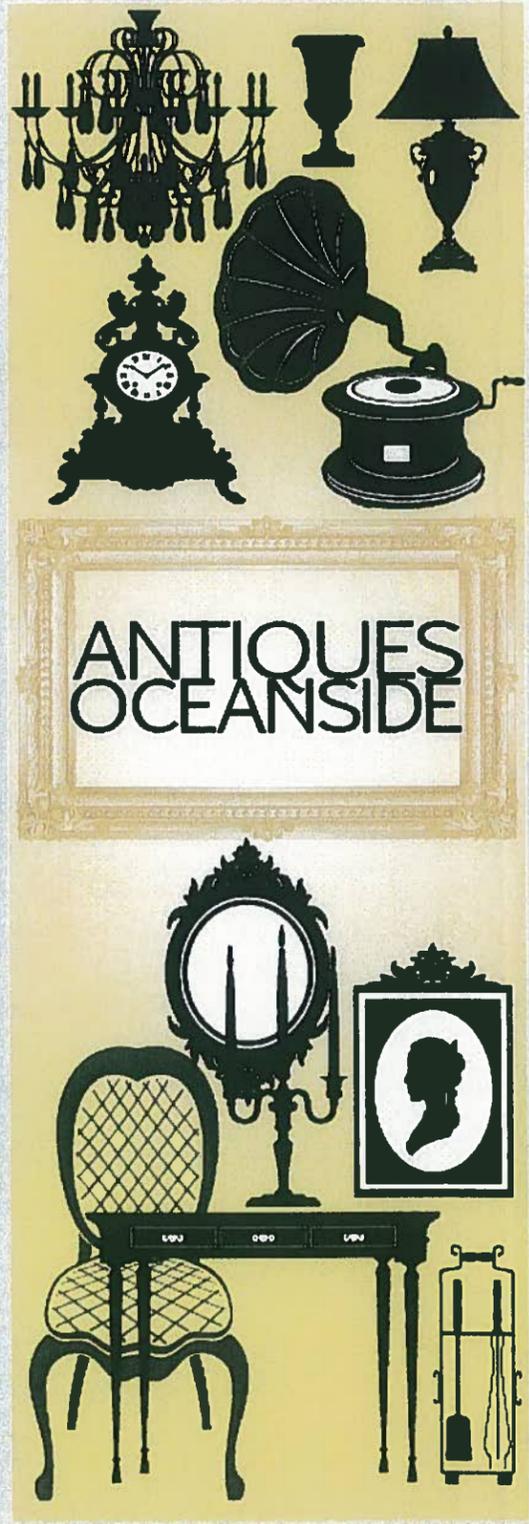
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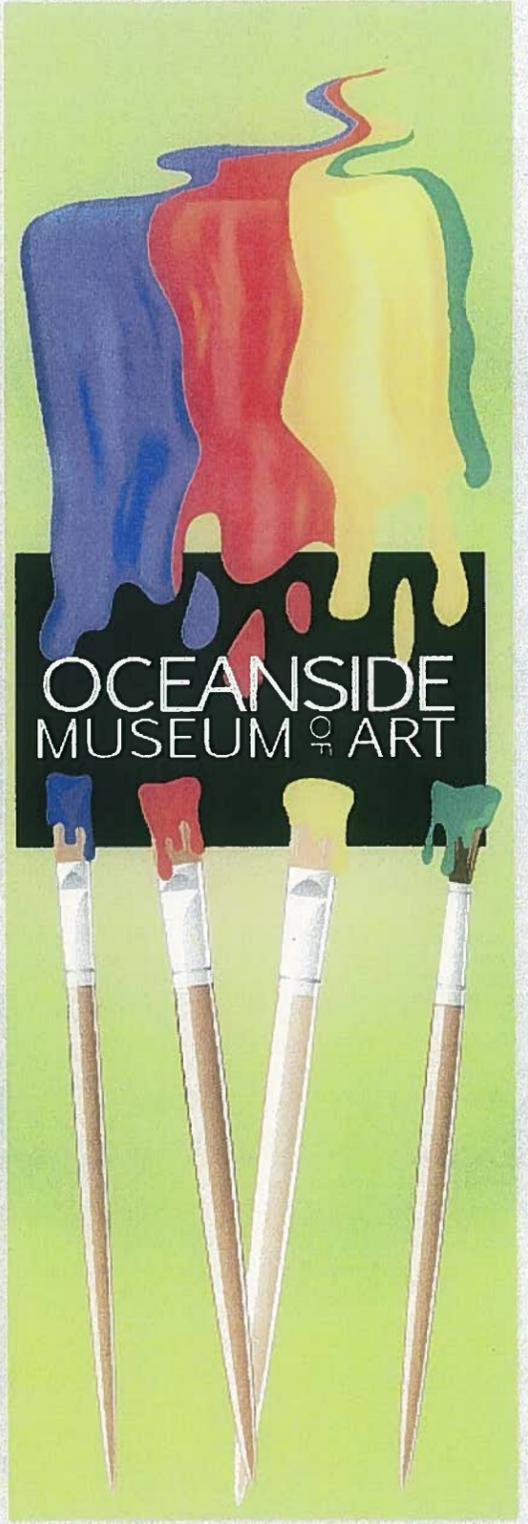
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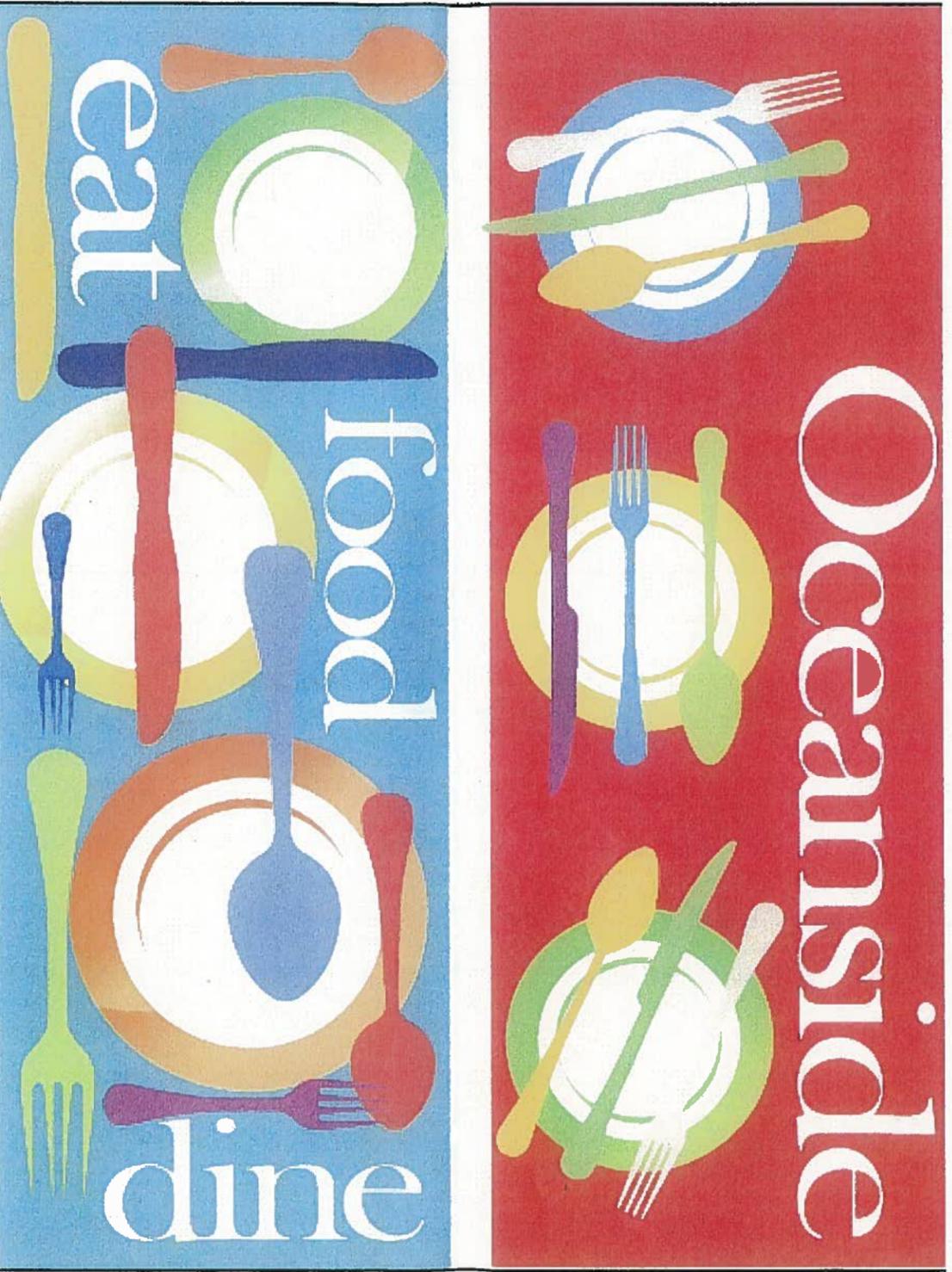
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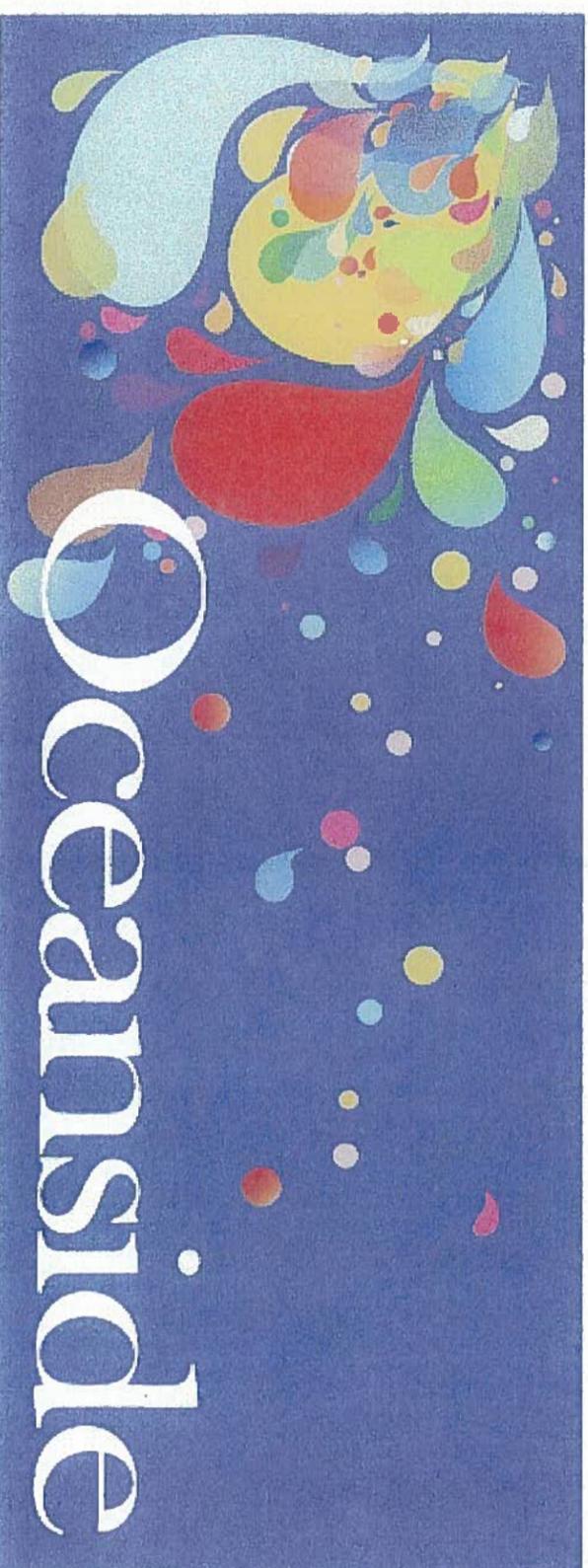
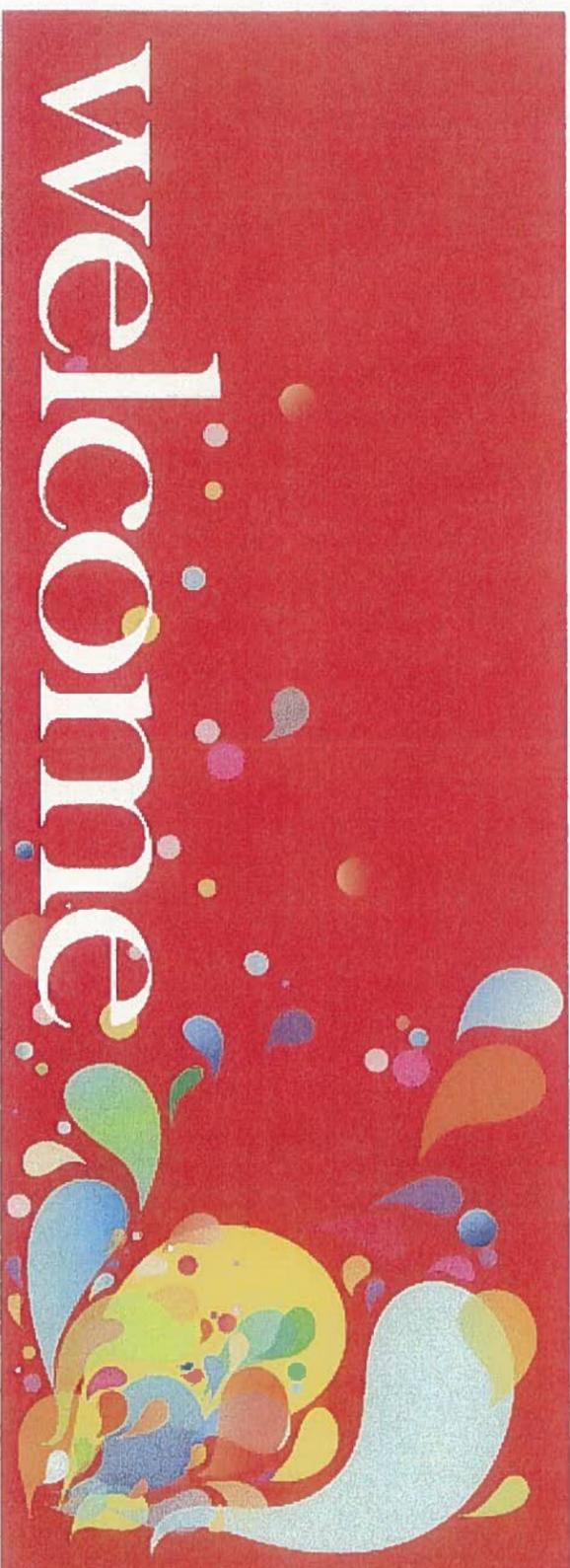
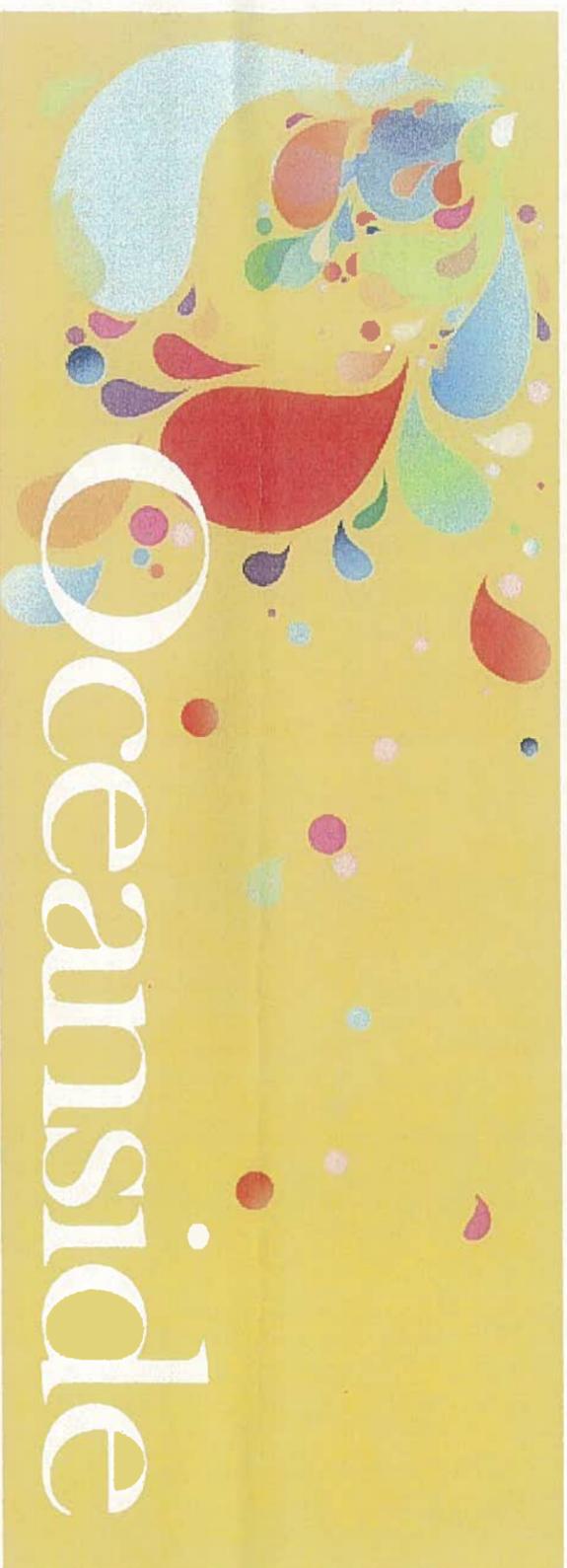
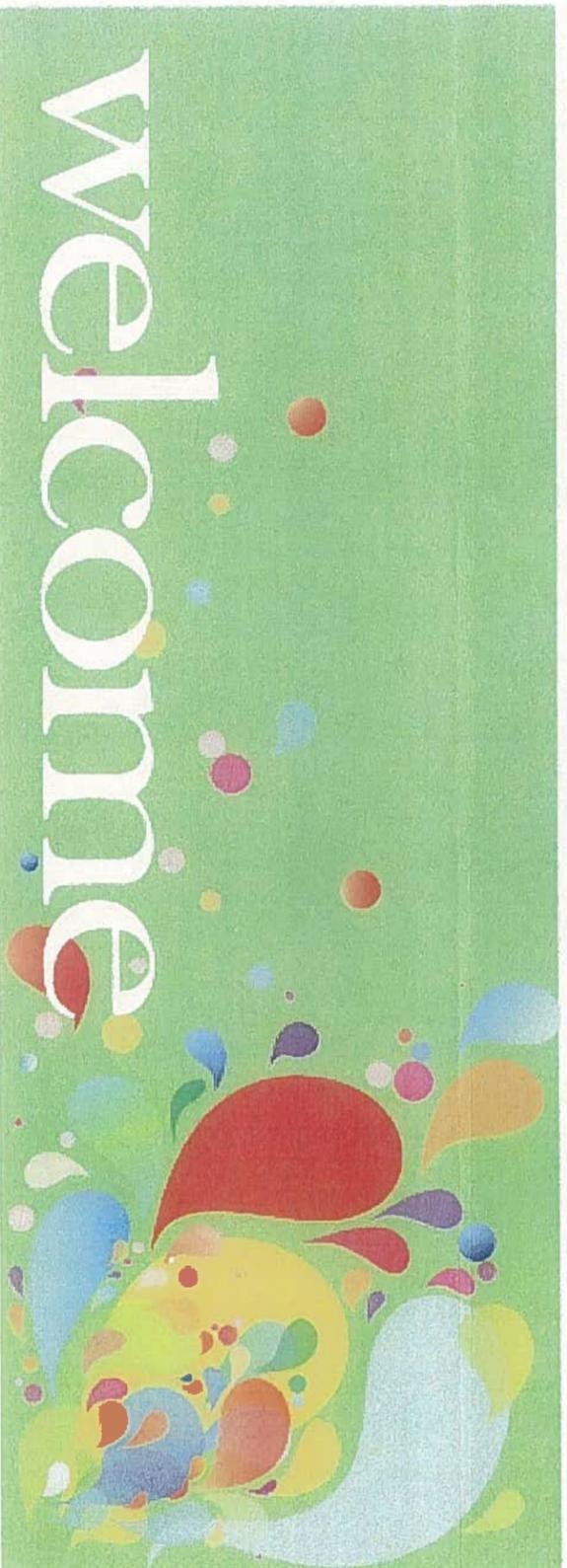
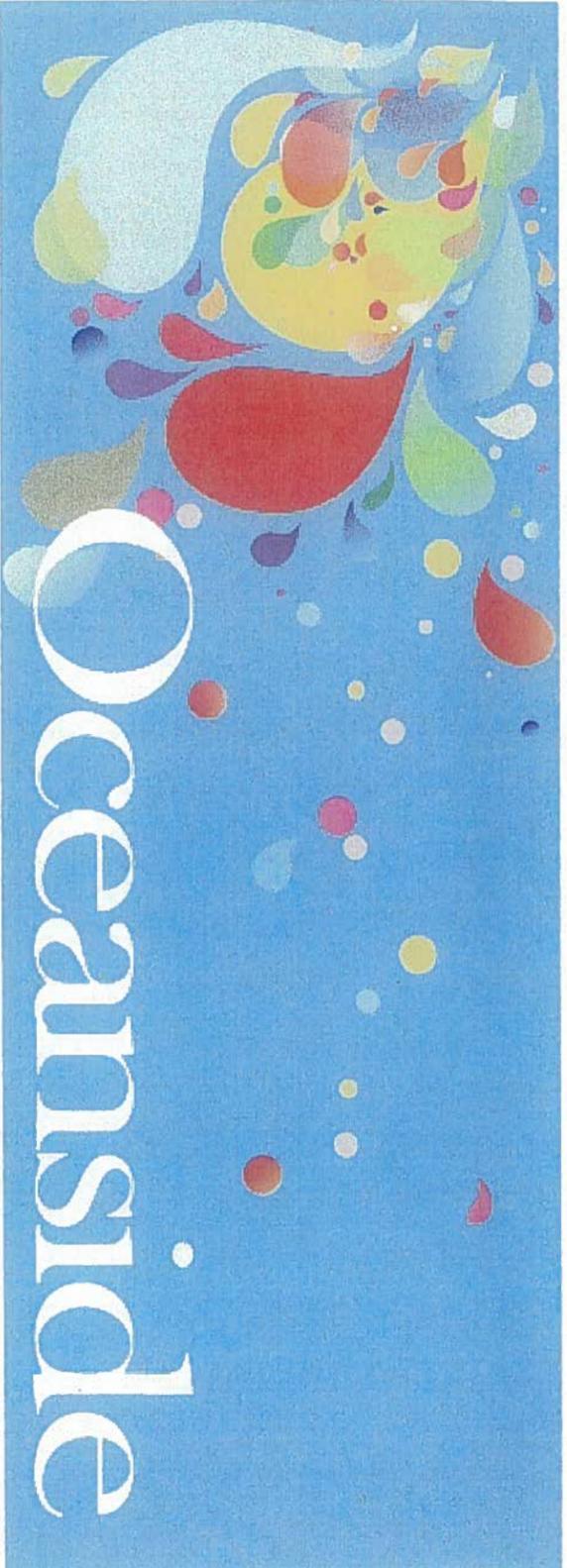


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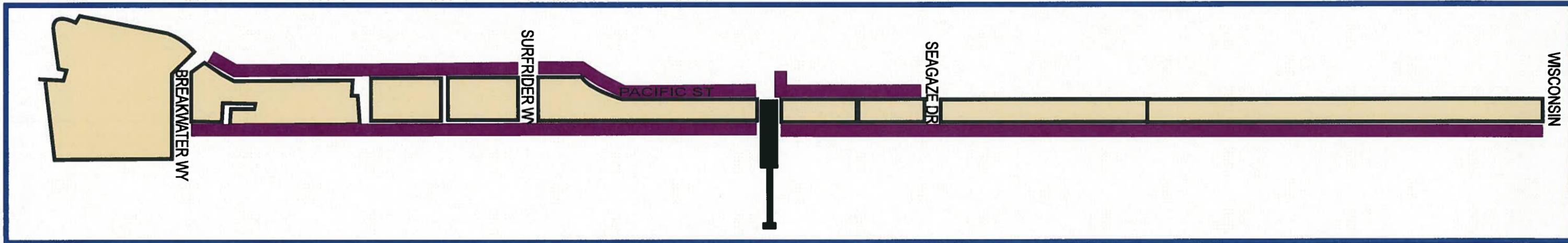
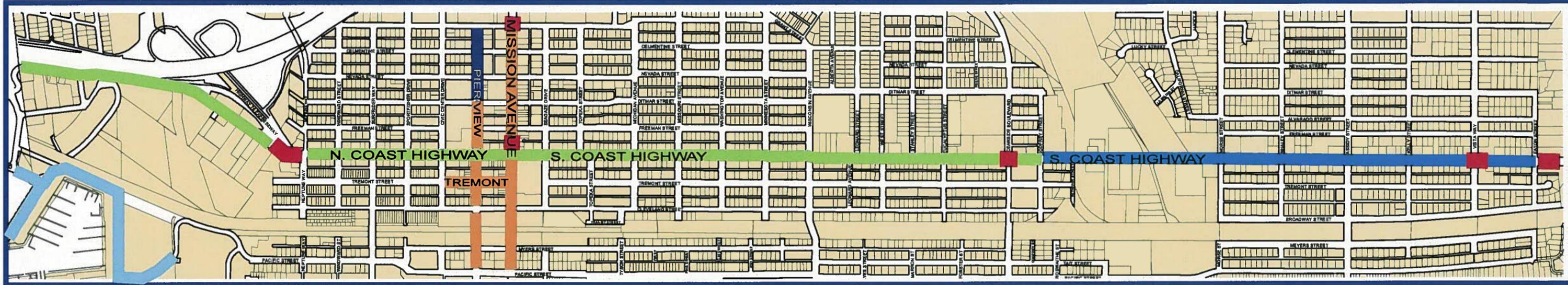


OCEANSIDE MUSEUM OF ART





BANNER DISTRICTS



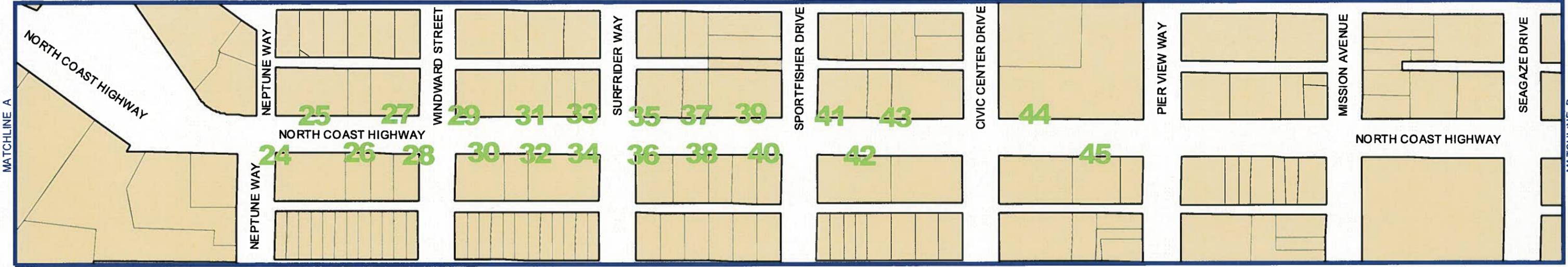
1. Gateway District - City of Oceanside - Economic Development █
All entrance ways into Oceanside. Mission Ave; Harbor; North Coast Hwy; South Coast Hwy at 76; South Coast Hwy at Vista Way; South Coast Hwy at Oceanside Blvd; South Coast Hwy at Eaton
2. Harbor District - City of Oceanside Harbor District █
North and South Harbor Drive
3. Townsite District - Oceanside Chamber of Commerce █
All of North Coast Highway and South Coast Highway to the train tracks at Godfrey St.
4. Arts and Entertainment District - Oceanside Museum of Art █
Pier View from Ditmar to Horne
5. Downtown District - MainStreet Oceanside █
Daytime Market Area – Ditmar to Coast Hwy; Sunset Market Area – Tremont south to Mission north to Civic Center; Pier View east to Cleveland and West to Coast Hwy, Mission Ave east to Horne west to Pacific
6. South Oceanside - Oceanside Chamber of Commerce █
All of North Coast Highway; all of South Coast Highway; and South O which is Godfrey St. to the lagoon
7. Tourism District - Visit Oceanside █
Pacific St. both north and south and The Strand both north and south

Street Light Pole Location Maps

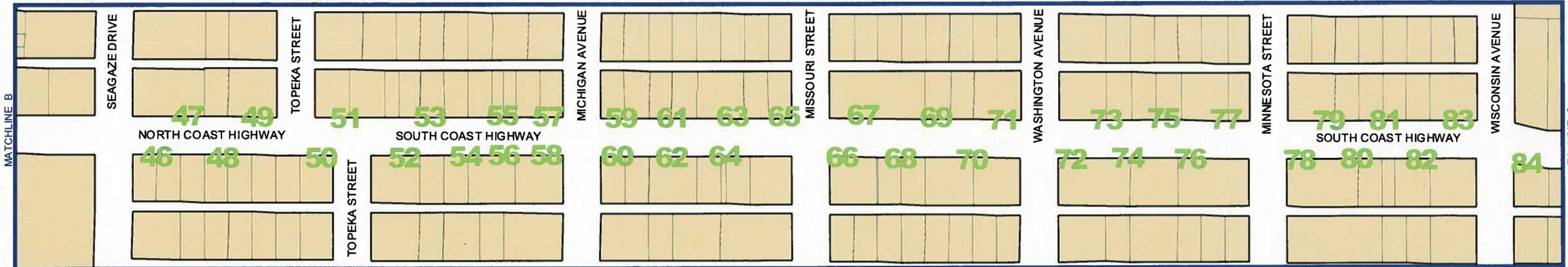


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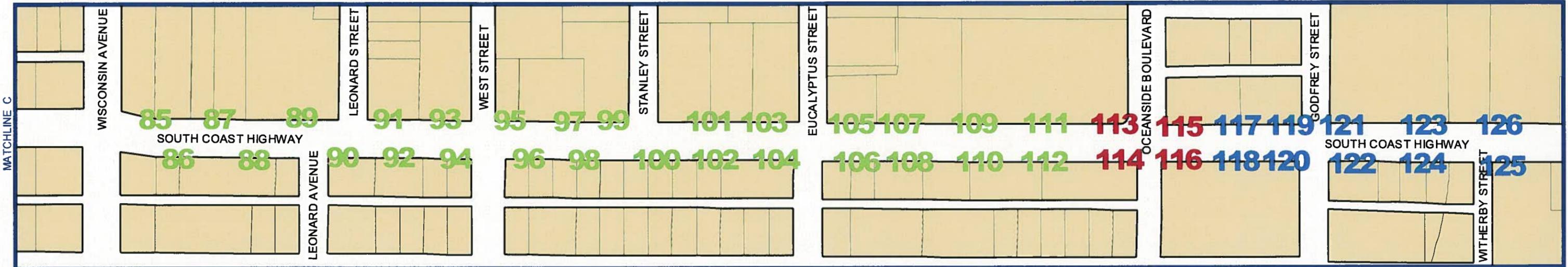
SECTION 2



SECTION 3



SECTION 4

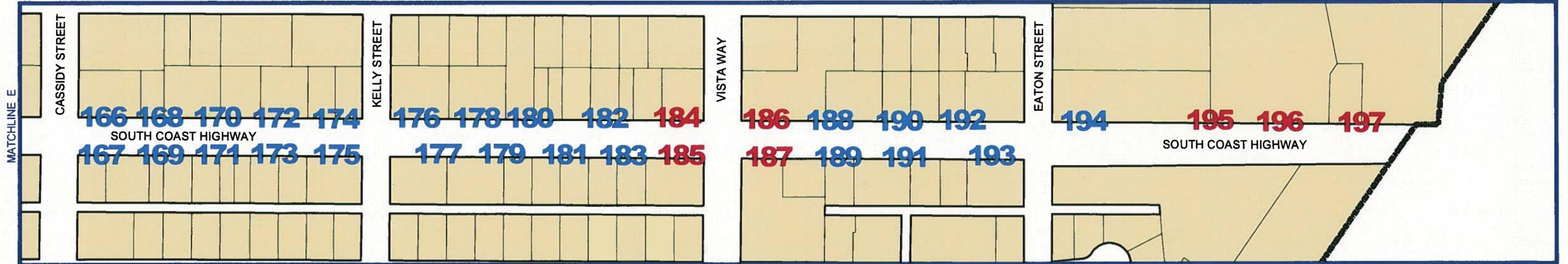


SECTION 5

SCALE 1"=200'

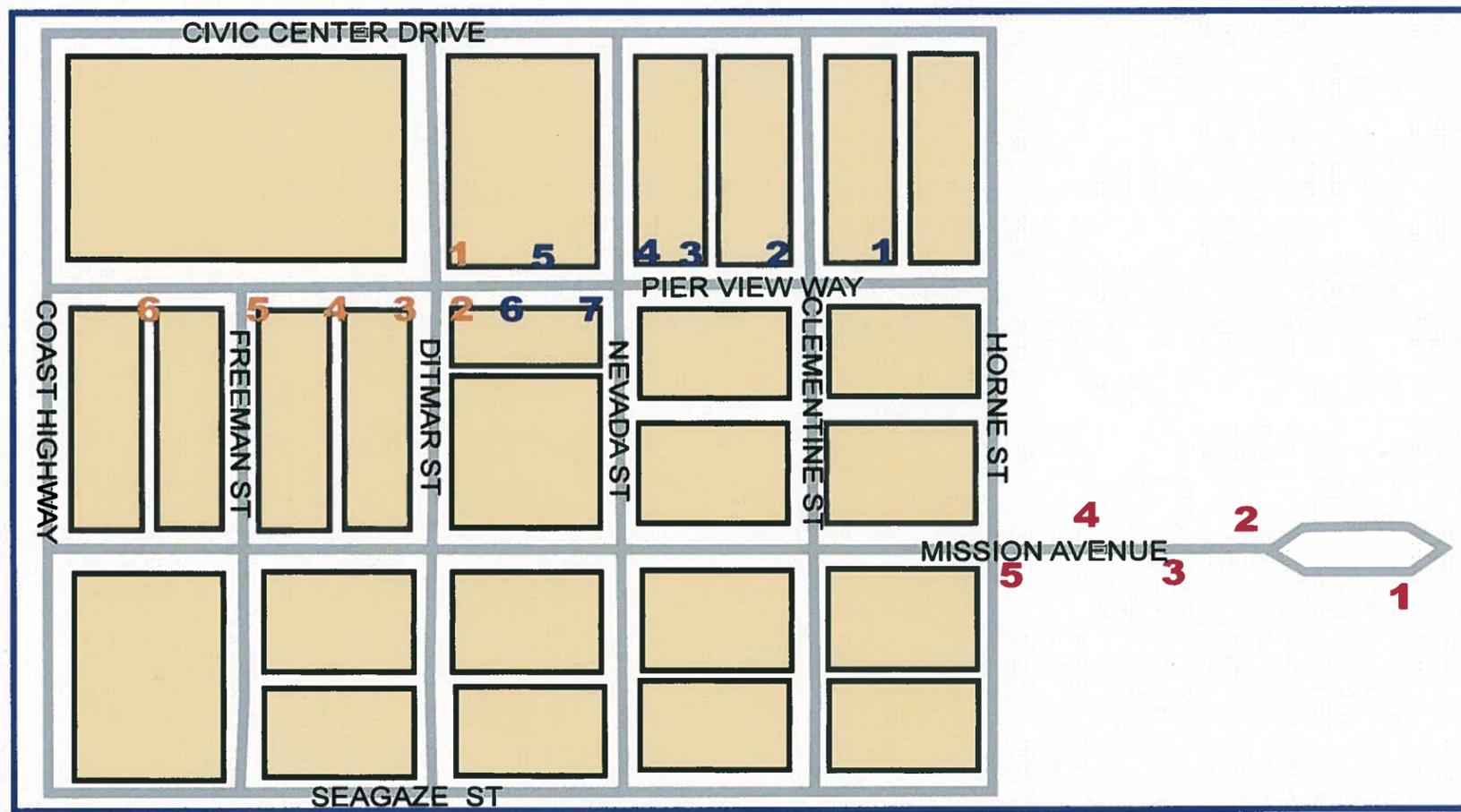
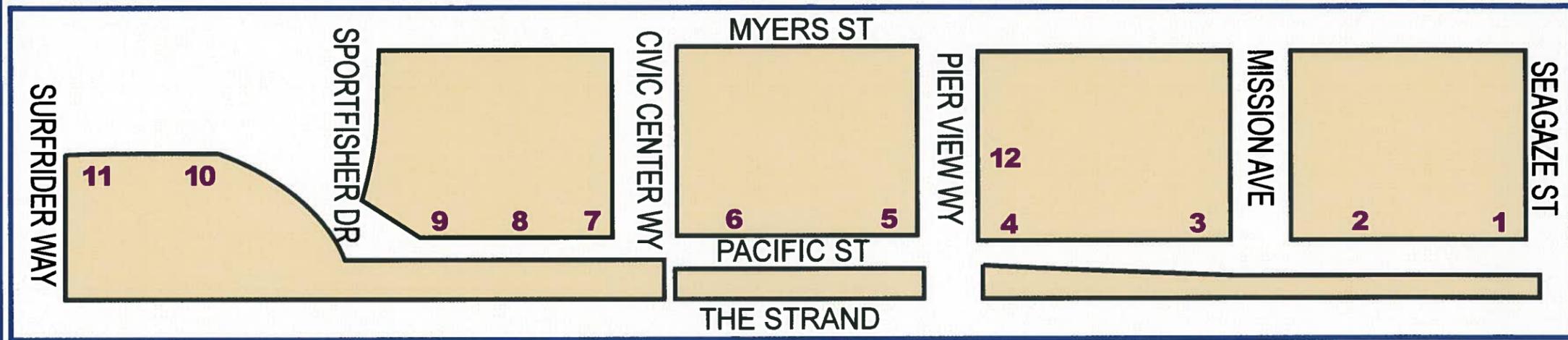
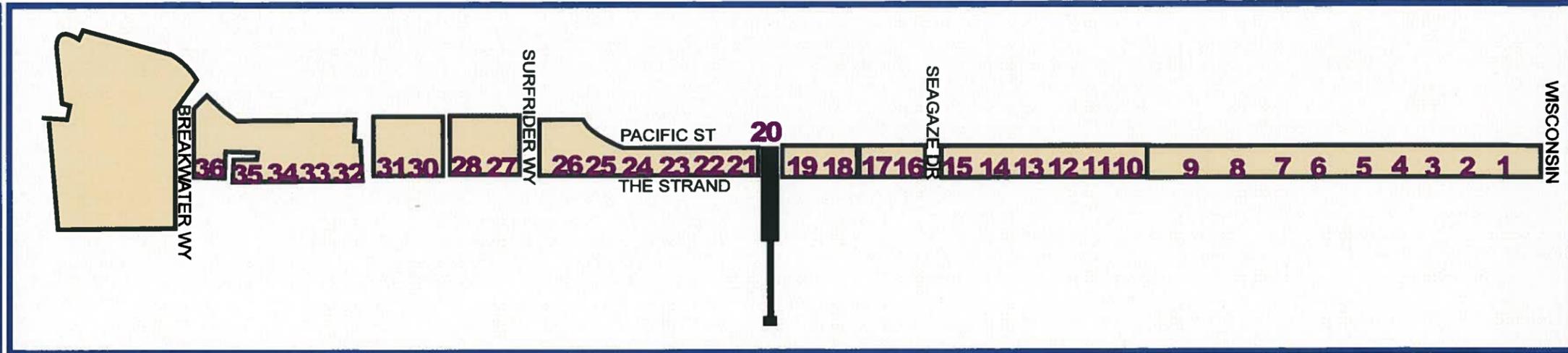
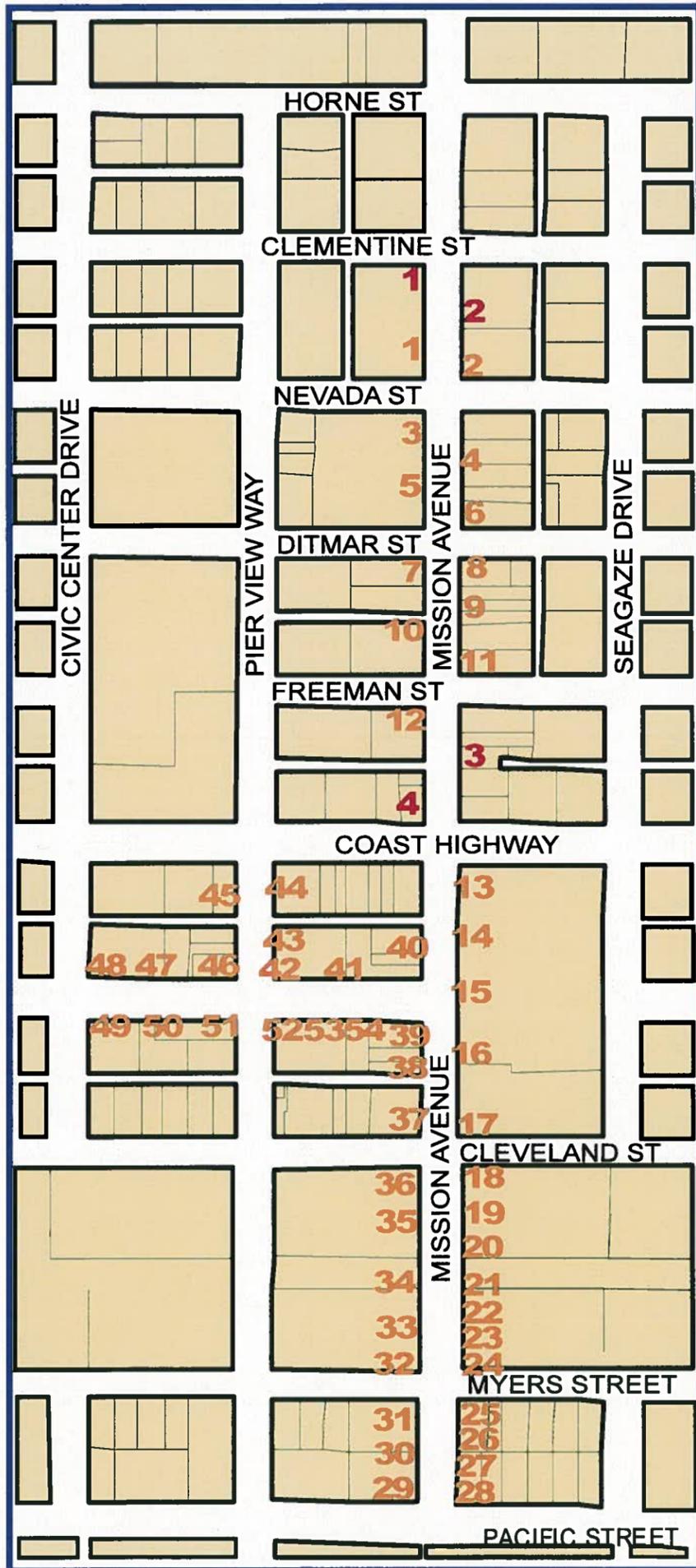


SECTION 6

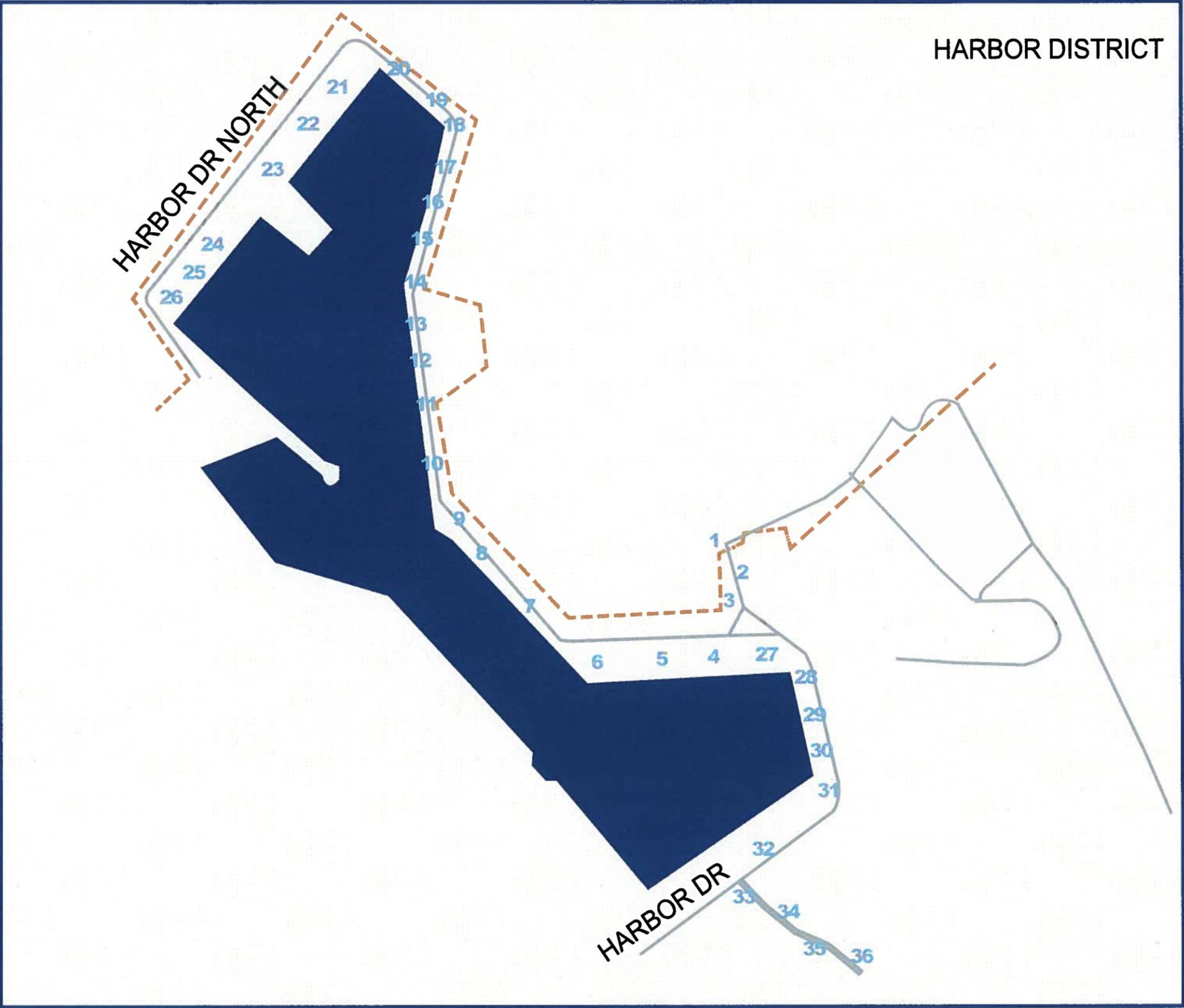


OVERALL





HARBOR DISTRICT



STAFF REPORT



ITEM NO. 13
CITY OF OCEANSIDE

DATE: October 7, 1998
TO: Honorable Mayor and City Councilmembers
FROM: Community Services Department
SUBJECT: APPROVAL OF A CITYWIDE STREET LIGHT BANNER POLICY AND APPROVAL OF A REQUEST BY MIRA COSTA COLLEGE FOR INSTALLATION OF PROMOTIONAL STREET LIGHT BANNERS

SYNOPSIS

Staff recommends that the City Council approve the proposed citywide street light banner policy and also approve the request by Mira Costa College for installation of promotional street light banners on particular streets within the City of Oceanside.

BACKGROUND

The City has installed street light banners as a promotional effort in the downtown areas and on other occasions in other areas of the City to promote special events. There has been an increase in the number of requests for street light banner installation. To address the increased demand, the Community Services Department developed a policy to provide general guidelines and specifications (Exhibit A).

Installation requests will include an application and review by the Arts Commission for recommendation to the City Council for approval.

ANALYSIS

Mira Costa College requested installation of 55 banners to be placed on College Boulevard, Rancho del Oro and Vista Way. The banners will have an ocean theme and are designed to promote the college. Mira Costa College is requesting the banners be placed on a long-term basis. A review will be conducted every 6 to 12 months to evaluate the condition of the banners.

FISCAL IMPACT

Street light banners will be installed by the City at no charge for non-profit organizations and for City co-sponsored events. Commercial groups will be charged the City's actual installation cost or may opt to use a bonded right-of-way contractor to install the banners.

INSURANCE REQUIREMENTS

Organizations requesting banner installations will be required to provide proof of coverage for the City's standard requirement of comprehensive general liability insurance; naming the City of Oceanside as additionally insured.

COMMISSION OR COMMITTEE REPORT

The Arts Commission reviewed the proposed citywide street light banner policy and recommends that the City Council approve the policy and approve the Mira Costa College request for City installation of its promotional banners on particular streets as identified.

CITY ATTORNEY'S ANALYSIS

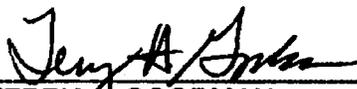
The City Attorney reviewed and approved the proposed citywide street light banner policy.

RECOMMENDATION

Staff recommends that the City Council:

1. Approve the proposed citywide street light banner policy.
2. Approve the Mira Costa College request for installation of its 55 promotional street light banners.

PREPARED BY:



 TERRY A. GOODMAN
 Recreation Supervisor, Special Events

SUBMITTED BY:



 THOMAS J. WILSON
 City Manager

REVIEWED BY:

Dana Hield Whitson, Assistant City Manager

Steven R. Jepsen, Director, Community Services Department

Jeffrey L. Porter, Director, Parks and Recreation Division



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EXHIBIT A

**City of Oceanside
Street Light Banner Policy**

The following guidelines will apply to the installation of street light pole banners in the City of Oceanside. Banners must serve or promote a civic purpose or community event. Banners for commercial enterprise or promotion only are prohibited.

Design:

- Size:** Must be standard size and mountable per attached specifications.
- Banner:** Color and design must be festive. The Arts Commission will review and approve all banner art work prior to manufacturing and installation. (Please allow 30 to 60 days for this review process.)
- Message:** Must be readable from a minimum of 150 feet. Messages, if included must be simple. Sponsor and/or commercial logos may not exceed 1/8 of the banner area.
- Location:** The location of banners must be coordinated with the Community Services Department and are limited to light poles with existing banner brackets.
- Installation:** Installation of street banners will only be considered for quantities greater than 20 banners, Less than 20 banners will be considered on a case by case basis. *The number of days the banners are to hang must be specified on the installation application and subject to approval of the Arts Commission. 30 days shall be considered a minimum time for banners to hang. Extension of time is subject to review and approval of the Arts Commission.* Banners for one time use and installation will be installed by the City on the following basis.
- a. No charge to non-profit institutions, 501(c)(3) organizations, or if City of Oceanside co-sponsors the event.
 - b. The City will allow a bonded right-of-way contractor to install banner in lieu of City installation
 - c. Banners requiring annual installation and removal will be charged the City's actual cost for this work.
- Removal:** *Banners installed on a one-time basis must be removed within 10 working days following the completion of the event.*

**City of Oceanside
Street Light Banner Specification**

Size: Banners must be 84" long x 24" wide, with 3" looped openings on each end.
Banner material should be weather-resistant.