



# CITY OF POMONA COUNCIL REPORT

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August 6, 2018

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted by: Meg McWade, Public Works Director  
Benita DeFrank, Neighborhood Services Director

Subject: **Approval of Updated Overhead Street Banner and Park Banner Regulations**

## OVERVIEW

**Recommendation** - That the City Council approve the updated Overhead Street Banner and Park Banner Regulations.

**Fiscal Impact** - There is no fiscal impact associated with the proposed Council action.

**Previous Related Action** – On April 2, 2018, City Council approved a request by Pomona Unified School District (PUSD) to install pole banners on various City street lights, approved a License Agreement with Southern California Edison (SCE) for installation of banners or other signs on SCE-owned street light poles throughout the City, and authorized Public Works Director to issue encroachment permits, related to the pole banners request by PUSD, that allows for an extended time period of up to one year, with each street requiring a separate encroachment permit. On October 7, 2013, the City Council approved the current Athletic Field Manual. On October 26, 1987, the City Council approved the Engineering Policies and Procedures for Overhead Street Banner Regulations.

## EXECUTIVE SUMMARY

Public Works and Community Services Staff collaborated to create an updated, comprehensive policy for issuing non-commercial banner permits in the City. This involved updating a previously adopted policy, addressing overpass street banners, and establishing a new policy for banners on City street light poles and in City parks, as well as defining the term, “City event”, as referenced in the proposed policy. Adoption of this policy will provide clear guidance to general public and Staff.

## DISCUSSION

### **Public Works (Overpass and Streetlight Banners)**

Engineering's current Overhead Street Banner Regulations were approved by City Council on October 26, 1987 (Attachment 1) and related mainly to the use of railroad overpasses. Approximately 15-20 overpass banner permits are issued annually. The updated policy (Attachment 2) will provide guidelines to Staff and the general public when requesting overpass street banners and street light pole banners.

The updated policy includes Reservoir Street and East End Avenue railroad overpasses as two new locations for banners in the public right-of-way. As part of the update, Staff added language to allow banners for community events as follows:

*Any events with a specified Finding of Public Benefit designation by City Council, Pomona-based public agencies, local colleges, youth sports leagues, and nonprofit organizations that promote safe and healthy family activities and programs taking place in Pomona.*

Further, the policy has been revised to include a requirement to apply for a permit least 30 days prior to proposed installation. The policy continues to allow reservations to be made up to one year in advance of proposed installation date. The permit allows up to three advanced reservations, with the exception of pre-scheduled events such as the Los Angeles County Fair or City events. Also, the duration for which banner(s) on the overpasses can be placed has been reduced from 18 days to 14 days maximum. This change provides for ease of administration and allows more banners to be placed throughout the year. The update adds guidelines for installation of banners on City-owned street light poles and utility-owned streetlights.

### Community Services (Parks/Sports League Banners)

Other than within the public right-of-way, the City currently has several locations throughout the City where banners can be placed. Locations include the corner of White Avenue and McKinley Avenue in Ganesha Park (herein referred to as “White and McKinley”), and within several other parks, which are primarily used to promote youth sports leagues. All banner poles are secured in the ground with a concrete base, and thus determined not to be freestanding poles since they are not mobile. On October 7, 2013, City Council approved the Athletic Field Manual (Attachment 3) which contained procedural guidance relating to sports league banners in parks. As a comprehensive park banner policy does not currently exist, Community Services is proposing to limit park banners to the promotion of City events and eligible youth sports leagues. The policy also sets duration limits for the display of banners and prohibits the display of unauthorized banners.

Staff is seeking the approval of the proposed Overhead Street Banner and Park Banner Regulations.

- Attachments:
1. Policies and Procedures – Overhead Street Banner Regulations (1987)
  2. Proposed Overhead Street Banner and Park Banner Regulations
  3. City of Pomona Athletic Field Manual

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