

Median Banner Policy

This policy implements section 15-30.060(k) of the Saratoga City Code concerning City median signs.

The City of Saratoga owns and maintains medians in City streets and uses seven locations in these medians for banners to promote community identity and civic pride, beautify City streets, and inform the public of community events. The City does not post banners in these medians at all times. For median banner locations not being used for a City-sponsored banner, private banners are allowed in accordance with this policy.

The following policy describes the City's procedures for banners in the seven identified City medians. No encroachment or other authorization for private use of City property shall be issued to allow banners or signs in any median except in accordance with this policy.

This policy is administered by the City Manager's Office. All references to the City refer to the City Manager or a person designated by the City Manager in writing to administer this policy.

The Median Banner Policy furthers the goals of the City's sign regulations found at City Code Article 15-30.10. This section of City Code states that sign regulations are intended to assure use of high-quality signs, prevent sign clutter, highlight city activities, protect public safety by reducing traffic and safety hazards, and provide a reasonable system of sign control.

Policy Goals

- Help inform residents and others of events in Saratoga that promote community identity and civic pride.
- Offer event organizers an additional opportunity to promote their Saratoga events.
- Preserve the City's aesthetic beauty by establishing guidelines for event banners and offering appropriate areas in City medians to inform the public of community events in Saratoga.
- Maintain roadway safety by establishing a clear and concise policy for proper placement of private banners in City medians.

Policy Process and Requirements

The following Median Banner Policy Matrix specifies the requirements event organizers need to meet in order to have their banners placed in City medians.

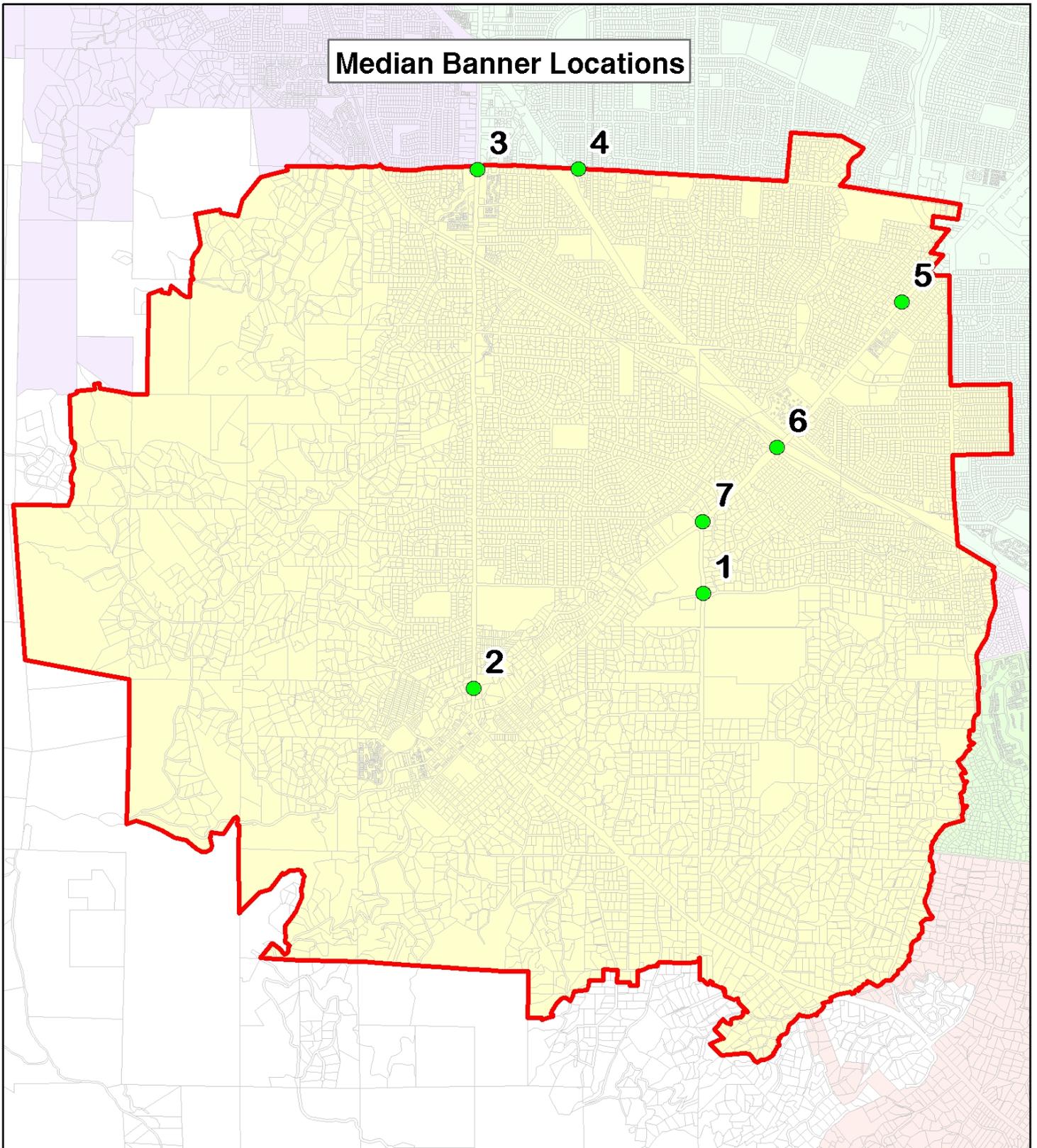
Item	Requirements
Median Banner Locations	<ol style="list-style-type: none"> 1) Intersection of Fruitvale Avenue and Allendale Avenue 2) Saratoga-Sunnyvale Road near Arbeleche Lane 3) Saratoga-Sunnyvale Road near Prospect Road 4) Prospect Road and Highway 85 (near Plumas Drive) 5) Saratoga Avenue near Westview Drive 6) Saratoga Avenue near Highway 85 Intersection 7) Intersection of Saratoga Avenue and Fruitvale Avenue <p>(Map of locations attached)</p> <p>Private banners may be placed in some or all of these locations when the location is not being used by the City. The City Manager shall determine the days that each of the median banner locations will be used by the City and make the schedule available to interested members of the public.</p>
Permissible Banners	<p>Banners placed in City medians must meet the Median Banner Policy goals stated above and announce an event that:</p> <ol style="list-style-type: none"> 1) Will be held in Saratoga; 2) Is open to the public; 3) Uses any funds generated by the event organizer only for cost recovery and use by, or donation to, a non-profit; and 4) Does not promote the sale of a good, service, or commodity except as incidental to promoting community identity and civic pride.
Duration of Banner Posting	Private median banners may be posted no earlier than 14 days before the date of the event.

<p>Banner Size and Other Requirements</p>	<p>To ensure that banners are highly effective, safe, and durable:</p> <ul style="list-style-type: none"> a) Banners must be three (3) feet in height and six (6) feet in length. b) Banners must be made from a heavy-duty canvas or vinyl material. c) One-half (1/2) inch inside diameter metal grommets are to be placed at all four corners of the banner. d) Half moon cuts must be made in banners to allow for proper airflow to prevent ripping and/or tearing. e) Banners must be two-sided so as to be seen from both directions of traffic. f) Banners may not include reflective material, flashing or moving parts, streamers, balloons, flares, pennants, twirlers or similar attention-getting devices.
<p>Application Process</p>	<p>Applicants must:</p> <ul style="list-style-type: none"> a) Submit an application for use of one or more of the median banner locations at least 10 City business days and no more than 180 calendar days in advance of the proposed date for installation. b) The application shall be on the form developed by the City Manager for that purpose. c) Applications that do not conflict with dates and locations of City signs on the schedule approved by the City Manager at the time the application is received will be accepted on a first-come, first-served basis. If multiple applications for the same banner location for the same day are received on the same day, the conflict shall be resolved by a random drawing. d) For the purpose of this policy, the day an application is received is the first City business day that City staff have an opportunity to review the application (for example, an e-mail sent on a Sunday and a letter delivered on a Friday when the City

	<p>offices are closed would both be considered to be received on the first day that the City offices are open following the date on which the e-mail was sent or letter delivered).</p> <p>e) The application shall be accompanied by a fee as set forth in the City's fee schedule. Payment must be received to reserve banner locations. The fee shall be refunded if the application is not approved.</p>
Banner Hanging and Removal	<p>a) Banners must be submitted to the City Manager's Office no later than three (3) City business days before they are to be installed. Banners that do not meet the requirements set forth in this policy will not be hung and will be returned to the applicant.</p> <p>b) Banners will be posted within two (2) days of the agreed upon date of posting.</p> <p>c) Banners will be removed by City staff no more than two (2) City business days after the event date.</p> <p>d) The City will notify event organizers that their banners are ready to be claimed. Banners must be claimed within five (5) City business days once organizers have been notified. Banners not claimed within that time may be disposed of at the discretion of the City Manager's Office.</p>
Annual Exception	<p>During the 14 days prior to the first Sunday in May private event banners may be placed in City medians other than the locations described above as follows:</p> <p>a) The alternative locations have been designated by the City Manager as alternative sites that, for the limited duration of the posting, are consistent with the purposes of the City's sign ordinance.</p> <p>b) The banner size, structural design, and hanging and removal procedures meet criteria approved by the City Manager to assure that for the limited duration of the posting, the banners are consistent with the purposes of the City's sign ordinance.</p>

	<p>c) The City Manager shall specify the alternative locations and the size/structural/hanging and removal procedure requirements referenced above no later than March 15 of each year.</p> <p>d) Applicants must show proof of insurance that satisfies the City's standard insurance requirements.</p> <p>e) Applicants shall follow the application process described above except that if the applicant proposes to hang and remove the banners in the alternative locations no fee shall be required.</p>
Liability	<p>The City of Saratoga assumes no responsibility of the loss, theft, or damage to banners or loss, damage, or injury caused by the banners.</p>

Median Banner Locations



- 1 Fruitvale Avenue and Allendale Avenue
- 2 Saratoga-Sunnyvale Road near Arbeleche Lane
- 3 Saratoga-Sunnyvale Road near Prospect Road
- 4 Prospect Road and Highway 85 (near Plumas Drive)
- 5 Saratoga Avenue near Westview Drive
- 6 Saratoga Avenue near Highway 85 Intersection
- 7 Intersection of Saratoga Avenue and Fruitvale Avenue

