



Legislation Text

File #: 20-007, Version: 1

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SUBJECT: Approval of a Temporary Encroachment Permit #19-01 to Permit Merced College to Install Merced College Banners on Various Light Poles Within the City for Three (3) Years with Authorization to Extend for an Additional Two (2) Years Upon Written Request by the Applicant and Approval of the City Manager

REPORT IN BRIEF

Considers approving a temporary encroachment permit to allow Merced College to install banners on various light poles within the City.

RECOMMENDATION

City Council - Adopt a motion approving a temporary encroachment permit with Creative Products Unlimited, dba: Sign Guys, on behalf of Merced College, to allow the placement of banners on City light poles in various locations and authorizing the City Manager or the Assistant City Manager to execute the necessary documents.

ALTERNATIVES

1. Approve, as recommended by staff; or,
2. Deny the request; or,
3. Approve, subject to modifications as conditioned by Council; or,
4. Refer back to staff for reconsideration of specific items (specific items to be addressed in City Council motion); or,
5. Continue to a future City Council meeting (date and time to be specified in City Council motion).

AUTHORITY

City Charter Section 200, Merced Municipal Code section 13.38.040

DISCUSSION

Merced College has requested permission to install banners on City-owned light poles along various City streets to help create a closer identity between the College and the community and to promote their academic programs. Similar banners have been installed promoting UC Merced and the Downtown Farmer's Market. The City also uses similar banners to promote the Downtown, Christmas holidays, and other events. In order to allow someone other than the City to hang such banners, a Temporary Encroachment Permit is required.

Merced College has requested to install banners at 52 locations, primarily along G Street and Yosemite Avenue, with the exception of a few in the downtown area. The map and list at Attachment 1 shows the proposed locations for the banners. Each pole would have a banner on each side of the

pole, and each banner would be double-sided (Attachment 2). The banners would be 30 inches wide and 84 inches tall. In comparison, the banners for UC Merced were 28 inches wide and 60 inches tall. The UC Banners only had one banner (double-sided) on each pole. The banners for the Downtown Farmer's Market were approved to be 30 inches wide and 94 inches tall. These banners were approved to have 2 locations with 2 banners on the poles, but the other locations were limited to 1 banner per pole. Each banner was double-sided.

If approved, the Temporary Encroachment Permit would allow the banners to be in place for three years. Upon written request to extend the time period, the City Manager would be authorized to extend the time period an additional 2 years.

The Temporary Encroachment Permit would be issued to the contractor installing the signs. As such, the contractor would be required to provide all necessary insurance, indemnification, and be subject to compliance with all conditions of the Temporary Encroachment Permit. The contractor has agreed to this and has signed the Temporary Encroachment Permit at Attachment 3.

IMPACT ON CITY RESOURCES

There would be no impact on City resources as a result of the approval of this request. The contractor would be responsible for installation and all maintenance of the banners.

ATTACHMENTS

1. Location Map and List
2. Proposed Banners
3. Temporary Encroachment Permit