



Permit No. _____

Permit Request Fee - \$88

Street Banner Permit Request

The City of Anaheim Municipal Code Section 4.04 provides for installation of banners on street light poles owned and maintained by Anaheim Public Utilities (APU) in order to provide public service announcements and promote specific civic and community events for which the City provides support consistent with Council Policy 1.5 - Special Event Financial Support.

- Examples of public service announcement banners include those recognizing military veterans or student achievements.
- Examples of City sponsored community events include the Fall Festival and Halloween Parade, the Black History Parade, and the West Anaheim Neighborhood Development Council (WAND) annual barbeque event.

Representatives of such events shall submit a Street Banner Permit Request to the Planning Services Division. Banners, if approved, will be installed by Anaheim Public Utilities, subject to a separate installation fee. It is not the intent of the City to provide a general public forum or to allow non-City entities or persons to utilize the Utilities street light poles for non-City sponsored community events or messages.

Banner(s) meeting the requirements of Chapter 4.04 and APU Banner Guidelines (refer to Construction standard CO 192) will be issued a separate permit for each street light pole location. Multiple banners within one City block or contiguous blocks will be deemed to be at the same location so as to minimize the cost burden to applicants. The Public Utilities Department will collect a separate fee for the installation and removal costs associated with the temporary banners on the street light poles pursuant to APU Rule No. 24.

I certify that I have read and will adhere to the City Code requirements pursuant to AMC Chapter 4.04 and Rule No. 24 and any other applicable requirements or conditions of approval for this Street Banner Permit Request.

Signature:		Date:	
Banner Type (Choose One Only) __Community Event __Public Service Announcement		Applicant Name:	
Community Event <i>Specify Type Below:</i>		Applicant Address:	
Public Service Announcement <i>Specify Type Below:</i>		City:	State:
Associated Organization:			
Start Date:	End Date:	Zip Code:	
No. Banners:		Contact Phone No.	
General Banner Location (Closest street address or street intersection): <i>Optional Attach Picture(s) of Proposed Location(s)</i>		Email:	

City of Anaheim

COUNCIL POLICY

Subject: Special Event Financial Support

Policy # 1.5
Adopted Date: 06/27/95
Amended: 06/05/07
10/06/15
10/09/18

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It is the City policy to value and encourage events, programs and services that benefit residents of the City. Historically, the City has supported various community events either with in-kind support or financial support based on citywide community need and budgetary allocations. In order to ensure equitable opportunity for organizations to submit proposals, the City is formalizing the process in which organizations/groups receive City support. This policy will provide the basis for the City to enter into a (1) **Formal City Sponsorship** relationship, with monetary support; or 2) **Informal Co-Sponsorship** support for City sponsored special events. Requests for support will be approved in an equitable manner, ensuring a variety of programs, services and community organizations receive the available support.

A. REQUIREMENTS

The City may provide **Formal City Sponsorship** via monetary funding and/or **Informal Co-Sponsorship** of in-kind services to support nonprofit entity events, programs or services that benefit Anaheim residents. City sponsorship for monetary assistance will be administered by means of written agreements (“Agreements”) that set out what a community partner can expect of the City and what the City requires of its partners. All Agreements must comply with all applicable City regulations and policies. Agreements may not commit the City to additional operating and/or maintenance responsibilities, ongoing financial obligations, or program or service responsibilities beyond the current fiscal year.

Informal Co-Sponsorship relationships may be approved by the Director of Community Services. The City periodically provides support to an event or program through the use of Informal Co-Sponsorship which does not provide monetary support, but may include: waiving of facility rental fees, city staff support to provide advice and/or logistical guidance, or permission to use the City logo on marketing materials. The Director of Community Services may approve the Informal Co-Sponsorship relationship with an organization or group that provides an event, program or service that is open to the public.

The amount of funding allocated for approved events may range from a minimum of \$1,000 to a maximum of \$10,000. Total value of City support shall not exceed \$10,000 per organization per fiscal year, and may not exceed the City approved budget (this includes but is not limited to waiver of facility rental fees, staff costs and/or equipment rental fees). The value of resources provided by the City in support of a partner event, program or service shall not exceed the value of the partner’s contribution.

City of Anaheim

COUNCIL POLICY

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The City has the sole discretion to determine whether an event benefits its residents and should therefore be a recipient of support under this policy and reserves the right to decline any request for Formal City Sponsorship or Informal Co-Sponsorship (in-kind support) if acceptance is determined not to be in the best interest of, or would create a conflict of interest for, the City. In addition, the City will not sponsor any event if doing so would cause the City to violate Article XIII, Section 24 of the California Constitution or the First Amendment to the United States Constitution.

1. SIGNATURE ANAHEIM EVENTS

The City shall designate certain longstanding community events as Signature Anaheim Events that may receive additional city support as necessary. Events can qualify as Signature Anaheim Events if: they have been in existence in the City of Anaheim for at least 20 consecutive years; attendance at events is regularly in excess of 25,000 participants; sponsorship funds are no more than 50% of the event's total expense budget; and, the event is open to all Anaheim residents and creates a sense of belonging and community pride. The funding allocated for approved Signature Anaheim Events may range from a minimum of \$10,001 to a maximum of \$30,000. Total value of City support for Signature Anaheim Events shall not exceed \$30,000 per organization per fiscal year and may not exceed the City approved budget for special events citywide (this includes but is not limited to waiver of facility rental fees, staff costs and/or equipment rental fees). All events designated as signature events under this section will be required to submit a comprehensive event budget to city staff prior to distribution of funds. The City maintains the sole discretion to determine the amount of funding that will be distributed under this section.

B. ELIGIBILITY

In determining an organization's eligibility for Formal City Sponsorship or Informal Co-Sponsorship, a recommendation shall be made by City staff to the City Council based upon the following criteria:

1. The requestor is an incorporated nonprofit organization with a 501(c)(3) designation; or a California certified tax-exempt nonprofit organization; or a public agency, including public schools or school foundations in school districts; or a committee formally established by City Council or an established club, association or organized group that provides services and programs directly to Anaheim for the benefit of its residents. Preference and priority will be given to organizations based in Anaheim.

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2. A requestor that is a commercial enterprise would not qualify unless the event, program or service is open to the general public, benefits the greater Anaheim community and provides no commercial benefit to requestor.
3. The requestor's mission and goals in providing the event, service or program:
 - a. Are compatible with the City's priorities;
 - b. Enhance current City programs or core services by providing additional programming, financial and/or in-kind resources, community outreach, staffing, volunteers or other tangible support to the City.
4. The requestor's event is open to the public and does not require any entrance fees paid for admittance.
5. The requestor's event provides significant citywide value, presented for the anticipated enjoyment and participation by a broad spectrum of the Anaheim community; the event shall not intentionally nor by design be presented for or intended to draw participation from a specific neighborhood area or region within the City and shall not exclude the participation of any segment of the community.
6. The requestor's prior relationships with the City have been successful (e.g., fees timely paid, documentation submitted complete and timely)
7. The requestor can provide verification of availability of City facility or capacity of programmatic function.
8. The requestor understands that City support is not for individual gain, and is not intended to provide City support for business purposes or commercial enterprise.
9. The requestor may receive support once per fiscal year; any previous support does not guarantee any ongoing future support.

C. APPLICATION PROCESS

Application and Proposals - An application for Formal City Sponsorship of Community Events, Programs and Services must be submitted no later than March 31 to apply for support for the following fiscal year (fiscal year runs July – June respectively). Application and Agreement procedures described are administrative and may be modified by the Director of Community Services, or designee, when appropriate.

1. Organizations must submit an application along with a written proposal to the Director of Community Services for Formal City Sponsorship for Community Events;
2. Proposal must include description of organization, including full legal name and address of the organizing group along with a description of the organization including its purpose and goals or mission (including any applicable 501(c)(3) number) along with names, phone numbers, address and email address of each person on the organizing group and the

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- name of the representative with the organizing group that is prepared to meet and work with a City representative;
3. Summary of proposal to include the description of the event, program or service, and how it benefits the Anaheim community;
 4. List of City funding and/or in-kind services requested (this includes but is not limited to waiver of facility rental fees, staff costs and/or equipment rental fees, plus any monetary funding; please note the combined total may not exceed \$10,000 per organization, per fiscal year, \$30,000 for Signature Anaheim Events);
 5. Description of how the City's sponsorship and funding will complement other in-kind and monetary support already attained or to be attained for successful event implementation;
 6. Proposed event date(s), including dates for event load-in and load-out, location, event size and scope, anticipated public attendance of Anaheim residents;
 7. Summary of event organizer's experience planning and implementing the proposed event or an event of similar size and scope;
 8. Description of the number of volunteers and volunteer hours anticipated for event coordination and implementation; and
 9. Description of how the event will be marketed and indicate through what venues will the City have the opportunity to be recognized on marketing materials. Community organizations must adhere to the City's branding and logo guidelines and must seek permission prior to using the City logo. City has final approval of materials with City logo prior to distribution.

D. SELECTION PROCEDURE AND PROPOSAL ASSESSMENT

A panel comprised of city staff, to be designated by the City Manager, shall review and recommend proposals to the City Council in accordance with proposed fiscal year budget. Proposals must be submitted to the Director of Community Services **no later than March 31 of each fiscal year** for staff to allocate upcoming resources accordingly. The amount of funding allocated to a proposed event will be determined based on need and overall benefit to the community. All proposals are contingent upon the approval of the City budget. In assessing proposals and the amount of funding that may be provided, the City will consider the following criteria, in no particular order of importance.

1. Production of measurable outcomes in alignment with City budget and priorities;
2. Ability to meet community needs;
3. Demonstrated public support for the service or program;
4. Level of community partner's contribution to the project;
5. Organizational capacity of the group or entity applying for the support;

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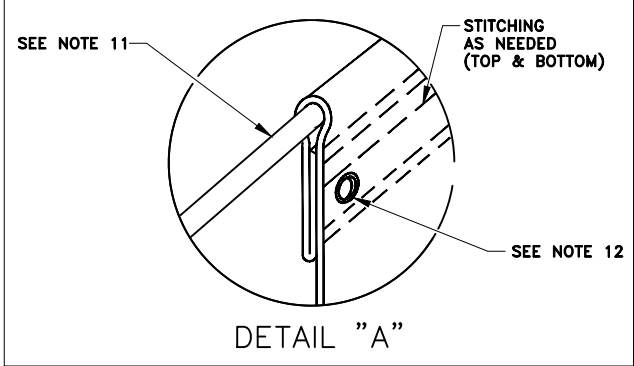
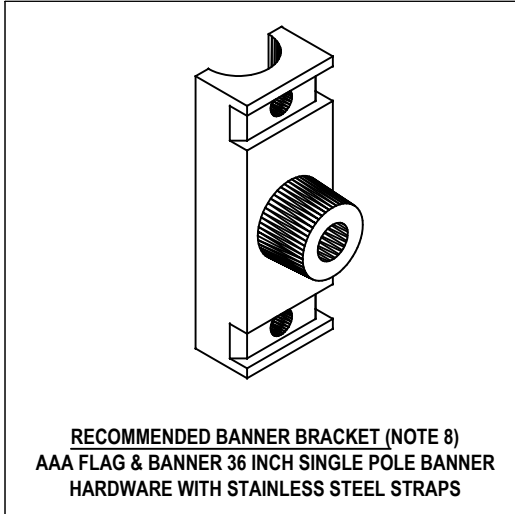
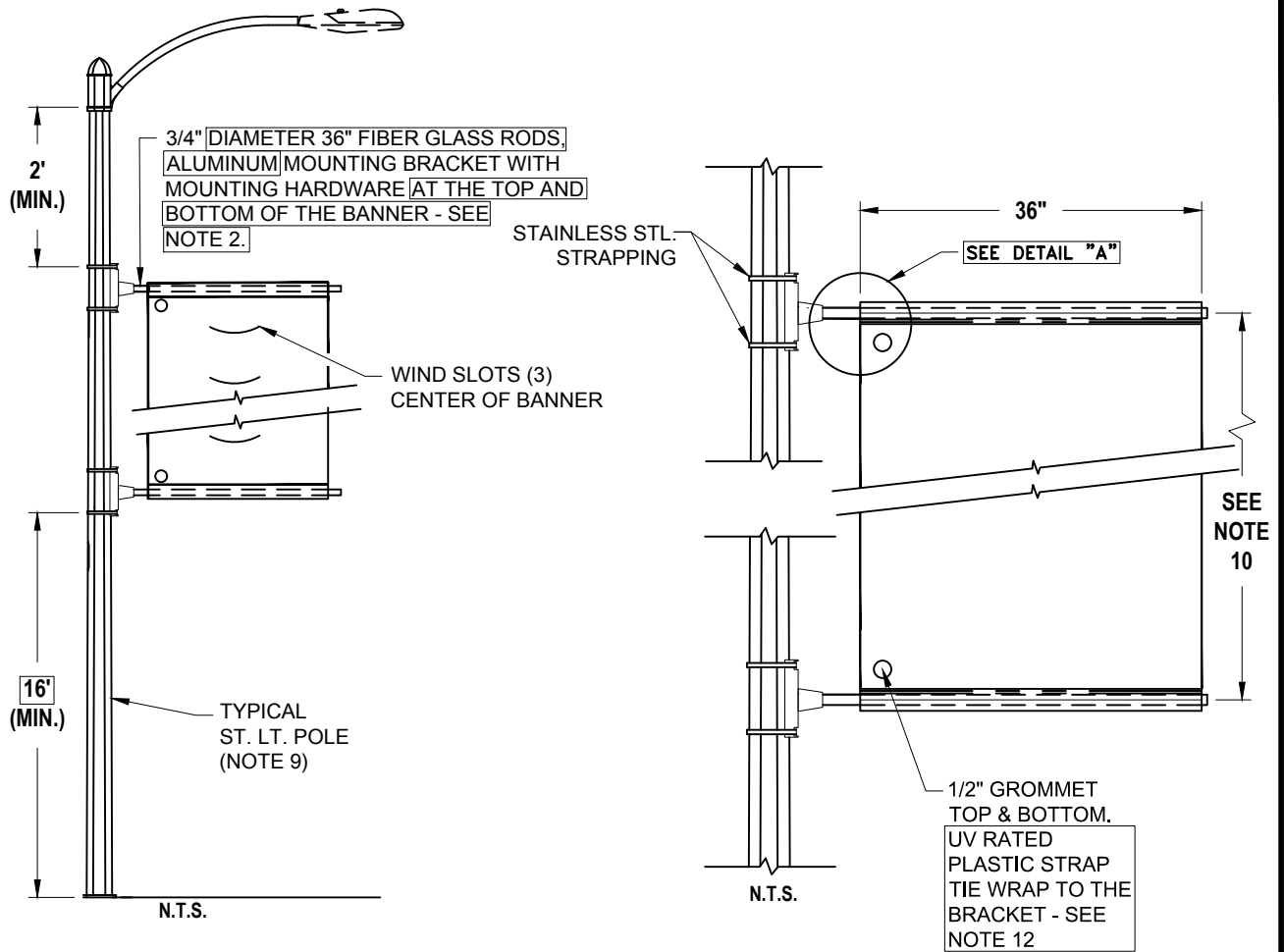
6. Operational sustainability (ability of collaborator to offer the event in the absence of City support);
7. Commitment to ensuring ongoing public access;
8. Financial viability;
9. Project timelines;
10. Costs versus benefits of the event or program;
11. Impact on existing City operations, assets and facility resources;
12. Media exposure opportunities;
13. Involvement by other entities including partners, contractors and/or sponsors;
14. Event planning and execution history;
15. Proposal submitted by March 31 deadline;
16. Any other factors deemed relevant to the collaboration;
17. Number of Anaheim residents the program or event serves; and
18. Financial need of the group or entity applying for support.

E. AGREEMENT

An Agreement will be developed containing the material terms and obligations for approval by authorized representatives of the requesting party and the City. The Agreement will include a description of the contractual relationship, roles and responsibilities of the City and the community group/organization. Indemnification and insurance will be required as part of the Agreement in accordance with City policy. Funds will not be released until proof of insurance is received by the City.

Reference: Resolution No. 95R-116
Resolution No. 2007-078
Resolution No. 2015-262
Resolution No. 2018-130

SCOPE: THIS GUIDELINE SHOWS SPECIFICATION OF BANNER DETAILS OF CITY OF ANAHEIM STREETLIGHTS.



FILENAME: CO 192 REV 3

CITY OF ANAHEIM PUBLIC UTILITIES DEPARTMENT ELECTRICAL DIVISION T&D CONSTRUCTION STANDARDS		REVISION KEYS: ADDED / REVISED TEXT ADDED / REVISED MATERIAL		NEW SHEET	NEW SHEET
		CITY OF ANAHEIM BANNER GUIDELINES			
APPROVALS					
PREP BY	T&D MGR	SYS PLN MGR	OPS MGR	SUB MAINT	
RY	EB	N/A	DPA	N/A	

NOTES:

1. ALL VERTICAL BANNERS SHALL BE MADE OF LIGHT CANVAS OR SYNTHETIC MATERIAL TO WITHSTAND WINDS UP TO 97 MILES PER HOUR.
2. ALL BRACKETS TO BE ALUMINUM AND ARE SUBJECT TO CITY APPROVAL.
3. MOUNTING ROD OPENINGS AT TOP AND BOTTOM OF BANNER SHALL ACCOMMODATE EASY INSTALLATION AND REMOVAL OF ROD.
4. ALL BANNER HARDWARE REQUIRED FOR HANGING VERTICAL BANNERS ON STREETLIGHTS STANDARDS IS TO BE PROVIDED BY THE EVENT SPONSOR, AND APPROVED BY THE STANDARDS DEPARTMENT.
5. BANNER AND HARDWARE SHALL BE SO PLACED AS TO MINIMIZE THE HAZARD TO BOTH PEDESTRIAN AND VEHICULAR TRAFFIC. CITY WILL REMOVE ANY BANNER THAT POSES A THREAT TO THE SAFETY OF ANY PERSON, RESIDENT, EMPLOYEE, TRAFFIC OR EQUIPMENT, PRIOR TO, OR DURING THE EVENT ADVERTISED.
6. ALL BANNERS SHALL BE APPROVED IN ADVANCE BY THE ANAHEIM PLANNING DEPARTMENT, MEET THE ANAHEIM MUNICIPAL CODE AND CHECKED BY THE DEPARTMENT FOR THE MATERIAL, CRAFTSMANSHIP, TEXT AND OTHER DETAILS PRIOR TO INSTALLATION OF THE BANNERS.
7. LOCATION OF BANNERS ON THE STREETS OR EVENT AREAS IS SUBJECT TO APPROVAL BY THE DEPARTMENT DIRECTING THE INSTALLATION.
8. USE OF 36 INCH SINGLE POLE BANNER HARDWARE WITH STAINLESS STEEL STRAPS FROM AAA FLAG & BANNER IS REQUIRED.
9. ST. LT. POLE SHOWN IS TYPICAL. THE BRACKET CAN BE INSTALLED ON A VARIETY OF STREETLIGHT POLES.
10. BANNER LENGTH MAY VARY WITH THE HEIGHT OF THE STREET LIGHT POLE. MAXIMUM 9' LONG.
11. 3/4 INCH FIBERGLASS ROD INSERT INTO TOP AND BOTTOM OF BANNER, EXTENDING 1 INCH BEYOND THE END.
12. 1/2 INCH GROMMETS PLACED AT THE TOP AND BOTTOM OF THE BANNER. THE UV RATED PLASTIC STRAP BIND THE GROMMET TO THE BRACKET.

FILENAME: CO 192 REV 3

CITY OF ANAHEIM PUBLIC UTILITIES DEPARTMENT ELECTRICAL DIVISION T&D CONSTRUCTION STANDARDS		REVISION KEYS:			ADDED / REVISED TEXT		ADDED / REVISED MATERIAL	NEW SHEET	NEW SHEET
		CITY OF ANAHEIM BANNER <u>GUIDELINES</u>						REVISION NO. 3	ISSUE DATE: 12-17
APPROVALS									
PREP BY	T&D MGR	SYS PLN MGR	OPS MGR	SUB MAINT					
RY	EB	N/A	DMA	N/A					

RULE NO. 24

ELECTRIC DIVISION CHARGES

The following charges and bonds are to be assessed, as appropriate, from builders, developers, and Customers requiring the Utility's services or relocations. The charges set forth in this Rule are based on costs for labor, equipment, and materials incurred by the Utility.

A. SUBDIVISIONS - RESIDENTIAL

1. Chapter 17.08.450 of the Municipal Code requires developers to post a Subdivision and Tract Improvement Bond for Public Improvements. The estimated cost for electrical underground utilities: \$4,500 per acre.
2. Rule No. 15, Line Extensions, or successor Rule of the Electric Rates, Rules and Regulations provides that the developer, subdivider or other Customers requesting extensions within new residential subdivisions shall pay, before start of construction, a non-refundable sum as determined by the Utility based upon:
 - a. All costs for labor, equipment, and materials for the installation of said underground system, and the preparation of plans, specifications and inspections for said system.
 - b. The per Premises charge will be established by the Electrical Engineering Division on a work order basis for the cost of labor and expenses incurred by the Utility in making such installation.
3. In addition to the above costs, the developer shall install supporting structures as determined by the Utility, including necessary trenching, conduits, vaults, and related work in accordance with Rule No. 15 or successor Rule.
4. If construction of the subdivision underground utility facilities has not begun within 12 months of the date of the payment, the per Premises charge shall be recalculated based upon current costs of labor and materials, and paid by the developer before construction proceeds.
5. These compatible unit costs used in work orders shall be reviewed and updated periodically to reflect current expenses incurred by the Utility for installation of this type of underground facility.
6. Costs for installation of an Underground Line Extension (backbone) in developer provided conduit and substructure systems shall be determined by the Electrical Engineering Division, based upon plans prepared or approved by the Utility, and billed according to Rule No. 15.

B. RESIDENTIAL SERVICE CHARGES

Applicants requesting new or upgraded residential service shall pay, prior to the Meter set, for each installation and will be charged on a work order basis for the cost of labor, equipment, and materials incurred by the Utility in making such installation.

C. COMMERCIAL/INDUSTRIAL SERVICE CHARGES

Applicants requesting commercial/industrial service shall pay, prior to the Meter set, for each installation and will be charged on a work order basis for the cost of labor, equipment, and materials incurred by the Utility in making such installation.

D. ENGINEERING CHARGES FOR REDESIGN

If a contractor/builder/developer requests the Utility to revise, redesign, or change the Electrical Utility system design for a project after final approval, and such request requires additional engineering and/or a reassignment of priorities to accommodate the contractor's/builder's/developer's construction schedule, the Customer shall pay for the cost of labor and other costs incurred by the Utility.

(Continued)

RULE NO. 24

ELECTRIC DIVISION CHARGES

E. TEMPORARY POWER AND SERVICE CHARGES

Applicants requesting temporary electrical service shall pay, prior to the temporary Meter set, for each installation and will be charged on a work order basis for the cost of labor, equipment, and materials incurred by the Utility in making such installation.

F. STREET LIGHTS

1. Chapter 18.04.060.040 of the Municipal Code requires the installation of street lighting facilities or payment of street lighting per front foot charge. The aforementioned Chapter requires all new developments to install the street lighting facilities required in accordance with the official street lighting standards on file in the Public Utilities Department.
2. A performance bond shall be required, in an amount established by the Utility and in a form approved by the City Attorney, to cover the installed cost of the facilities required. In lieu of the installation of street lighting facilities, the Utility may require street lighting fees on a front foot charge basis for any abutting street or highway in an amount to recover the estimated cost for the street lighting facilities required in accordance with the official street lighting plan approved by the Utility. Developers/builders/contractors are required to post a performance bond with the City to assure installation of public improvements. The bond required for the street lighting facilities is a part of the Public Improvements Bond deposited with the Real Property Section of the Engineering division, Public Works Department.
3. Private Streets - Street lighting on private streets shall be in accordance with the Utility's standards and specifications, which have been developed based on Illuminating Engineering Society (IES) street lighting recommendations. The luminaire and pole shall be furnished and installed by the developer. Street lighting on private streets shall be metered in accordance with the Electric Rates, Rules and Regulations and service requirements. If a private street is approved for dedication to the City as a public street, the street lights shall be installed per the Utility's standards and specifications by the owner and the circuit re-wired for Utility service prior to acceptance of dedication by the City.

(Continued)

RULE NO. 24

ELECTRIC DIVISION CHARGES

G. COSTS FOR SUPPLEMENTAL DESIGN, ENGINEERING, TESTING, OR MATERIALS

The Electric Utility shall charge for costs incurred to provide design, engineering, testing, or materials at the request of the Customer. Reimbursement shall include, but is not limited to Utility labor, contracted labor, materials, and equipment rental and usage established by the Electrical Engineering Division on a work order basis for the cost of labor, equipment, and materials incurred by the Utility and shall be payable prior to rendering the requested services. At its option, the Utility may consider the supplemental service as a request for Added Facilities by the Customer.

H. PLAN CHECK CHARGES

The Electrical Engineering Division provides plan checking as required to evaluate the Electrical System for conflicts with any proposed new construction or modification of any existing structure or facility. The Electrical Engineering Division shall charge for plan checks that require staff time or labor in excess of four (4) hours to complete.

I. EASEMENT PROCESSING CHARGES

In the event that rights to any privately constructed facility are to be assigned to the City, the assignment of rights under written agreement shall require prior City Council approval and shall be subject to the cost of processing the assignment. The cost and preparation of easement drawings and deeds are the responsibility of the Customer and shall follow all applicable state, county, and local requirements.

J. STREET LIGHT POLE BANNER INSTALLATION AND REMOVAL CHARGES

Chapter 4.04.405 of the Municipal Code allows for the installation and removal of temporary banners on street light poles owned, controlled, and maintained by the Electric Utility in the public right of way for permitted events. In addition to any permit fee administered by the Planning Department, the Person requesting the banner installation shall pay the costs of labor, equipment, and materials incurred by the Electric Utility for the installation and removal of each banner, the costs of which are established by the Electric Utility on a cost-recovery basis.

The Electric Utility will establish technical requirements for the banners, and will review each request to determine the acceptable number, size, and location to ensure the installations minimize visual clutter and potential traffic hazards in order to protect public health, safety, and welfare and street views.

K. MISSED APPOINTMENTS

In the event that the Utility is unable to keep a specified appointment with a Customer due to emergencies, unplanned outages, or other situations that may arise requiring that construction or engineering services are delayed, the Utility will reschedule the appointment and will not charge additional costs, such as overtime labor, in order to complete the work and may, where applicable, provide a courtesy credit as set forth in Rule No. 23 based upon the specific circumstances.