

RESOLUTION NO. 001-2023

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTEE, CALIFORNIA,
ADOPTING LEGISLATIVE POLICY MEMORANDUM 2023-01 FOR THE DISPLAY OF
CITY BANNERS AT SPECIFIED LOCATIONS WITHIN THE CITY OF SANTEE**

WHEREAS, the City has historically displayed banners at various locations throughout the City to advertise special events, recreation programs, and other sentiments of the City; and

WHEREAS, City banners are intended to promote events, activities, and programs of civic importance, longstanding partnerships and history, and community value; and

WHEREAS, City banners, and banner locations, are not intended to serve as a forum for free expression by the public; and

WHEREAS, the City desires to formally establish guidelines for the City's display of banners at specified locations and to provide guidance on authorization, content, design, approvals, standards, and specifications for banners; and

WHEREAS, under Legislative Policy Memorandum 2023-01, attached hereto as Exhibit A and incorporated herein by reference, the City Manager or designee would be able to authorize the City's display of banners that: (1) promote City events, activities, or programs; or that (2) promote events, activities, or programs hosted by non-profit organizations or other government entities that have longstanding ties to the City when those events or programs (a) take place within the City or largely benefit City residents, and (b) reflect a matter of civic importance or community value; and

WHEREAS, locations of banners include those banners over Mission Gorge Road; at the street corner of Magnolia Avenue and Prospect Avenue; at the street corner of Mast Boulevard and West Hills Parkway; at the Cuyamaca Foot Bridge; and on light poles along Mission Gorge Road, Town Center Parkway, Cuyamaca Street, Mast Boulevard, and City Parks; and

WHEREAS, with guidance provided under Legislative Policy Memorandum 2023-01, the City Manager or the City Manager's designee would be responsible for proper execution of the policy.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santee, California, that Legislative Policy Memorandum 2023-01 is hereby approved.

RESOLUTION NO. 001-2023

ADOPTED by the City Council of the City of Santee, California, at a Regular Meeting thereof held this 11th day of January, 2023, by the following roll call vote to wit:

AYES: HALL, KOVAL, MCNELIS, MINTO, TROTTER

NOES: NONE

ABSENT: NONE

APPROVED:



JOHN W. MINTO, MAYOR

ATTEST:



ANNETTE FAGAN ORTIZ, CMC, CITY CLERK

Attachment: Exhibit A - LEGISLATIVE POLICY MEMORANDUM 2023-01

LEGISLATIVE POLICY MEMORANDUM

NUMBER: LPM 2023-01

DATE: January 11, 2023

REVIEWED BY: Marlene Best, City Manager

REVIEWED BY: Shawn Hagerty, City Attorney

SUBJECT: Display of City Banners at Specified Locations within the City of Santee

PURPOSE

To establish guidelines for the City of Santee's ("City") display of banners at the following locations within the City: (1) over Mission Gorge Road attached to existing cables; (2) at the street corner of Magnolia Avenue and Prospect Avenue attached to the existing City-owned metal and wooden frame; (3) at the street corner of Mast Boulevard and West Hills Parkway attached to the existing City-owned metal and wooden frame; (4) at the Cuyamaca Foot Bridge attached to the concrete portion of bridge; and (5) on Mission Gorge Road, Town Center Parkway, Cuyamaca Street, Mast Boulevard, and City Parks attached to existing pole brackets on light poles (together, "City Banner Locations"). The City Banner Locations are more particularly depicted in Attachment A to this Policy.

BACKGROUND

The City has displayed banners at the City Banner Locations, many of which are accessible only to the City. Installation has been performed by contracted installers and/or City staff. Banners at City Banner Locations have been used to advertise City special events, recreation programs, and other sentiments of the City. The City Banner Locations are prominent and easily attributed as exclusively City locations used to express City sentiments due to past practices, height, equipment, and /or logistics involved in installation.

POLICY STATEMENT

It is the Policy of the City that banners in City Banner Locations shall be created and exhibited in conformance with the requirements and procedures set forth in this Policy. City banners and City Banner Locations are not intended to serve as forums for free expression by the public. The banners set forth in this Policy may be displayed by the City at City Banner Locations as an expression of the City's official sentiments. Only the

City itself may use City Banner Locations. The criteria for particular types of banners provided for herein have been selected by City Council because they promote events, activities, and programs of civic importance, longstanding partnerships and history, and community value.

The City Manager or designee is responsible for proper execution of this Policy.

Authorized Banners and Banner Specifications:

1. Authorized Banners. The City Manager or designee may, in their sole discretion, authorize the City to display the following types of banners at the City Banner Locations:
 - a. Banners promoting City events, activities, or programs.
 - b. Banners promoting events, activities, or programs hosted by non-profit organizations or government entities that have longstanding ties to the City, if the City Manager or designee determines that the following criteria are satisfied:
 - i. The event, activity, or program takes place within the City or largely benefits City residents; and
 - ii. The event, activity, or program reflects a matter of civic importance or community value.
2. Additional Banners. The City Council may authorize the regular display of additional types of banners to express the City's official sentiments by amending this policy, or may provide for a one-time display of an additional type of banner to express the City's official sentiments by formal action at a regular meeting.
3. Content, Design, and Approvals of Banners. Banners provided for by this Policy are the City's property and are an expression of the City's official sentiments, therefore the City retains ultimate authority over the content of banners contemplated by this Policy. The City may shape the language and images of the banners to convey the City's intended messaging for the event, activity, or program. The City Manager or designee shall have authority to shape the language and images of the banners on the City's behalf and to implement this Policy. Generally, City banners should contain: (1) the City's official logo or seal, (2) the name of the event, activity, or program being promoted, and (3) information ancillary to the promotion of the event, activity, or program.

If the host of a City Manager-authorized event, activity, or program that the City is promoting is an entity other than the City, the host of that event, activity, or program may submit a requested design to the City, but the City retains the absolute right to alter and shape the content of the banner and may deny a

requested design outright. The City may procure and hang a banner on its own, at City's expense. The City may also request a contribution from the host of a City Manager-authorized event, activity, or program to offset the City's costs in procuring and hanging such banner, or the City may allow the host of such event, activity, or program to provide a pre-authorized banner, provided such banner meets any design templates or criteria provided by City, to the City for the City's review and approval, ownership, and discretionary use. Any banner provided to the City in accordance with this Policy shall become the sole property of the City, and the City shall have the absolute right to make determinations about whether to repair or replace damaged banners.

The City Manager or designee shall review and approve each banner that is subject to this Policy prior to the City hanging any such banner. City may hang, refuse to hang, alter, or remove banners contemplated by this Policy at any time, in the City Manager or designee's sole discretion. The City may remove any banners or other materials affixed to City Banner Locations that were not affixed in conformance with this Policy, including any banners or other materials which were not affixed by the City.

4. Standards and Specifications. City banners subject to this Policy shall conform to the following standards and specifications.
 - a. Banners Over Mission Gorge Road
 - i. Banner Size – 6' high x 20' long
 - ii. Banner Requirements – Wind slits throughout and grommets spaced every two feet apart
 - iii. Banner Placement – Attached to existing cables over the street
 - b. Banners on City Street Corner Frames at (1) Mast Blvd & West Hills Pkwy and (2) Magnolia Ave & Prospect Ave
 - i. Banner Size – Not to exceed 6' high x 10' long
 - ii. Banner Requirements – Grommets spaced every two feet apart
 - iii. Banner Placement – Attached to existing City-owned metal and wooden frame
 - c. Banners on Cuyamaca Footbridge
 - i. Banner Size – Not to exceed 6' high x 10' long
 - ii. Banner Requirements – Wind slits throughout and grommets spaced every two feet apart

- iii. Banner Placement – Attached to concrete footbridge
- d. Banners on Light Pole Brackets on Light Poles located at Mission Gorge Road, Town Center Parkway, Cuyamaca Street, Mast Boulevard, and in City Parks
 - i. Banner Size – Not to exceed 6’ high x 2’ long and 8’ high x 30” long
 - ii. Banner Requirements – 3” pocket/sleeve top and bottom for bracket pole
 - iii. Banner Placement – Attached to existing pole brackets on light poles
- 5. City Banner Locations shall be for the City’s exclusive use. Members of the public may post qualifying signs and other allowable materials elsewhere in the City in accordance with Chapter 13.32 of the Santee Municipal Code. In the event of any conflict between the provisions of this Policy and the provisions of Chapter 13.32 of the Santee Municipal Code, the provisions of Chapter 13.32 of the Santee Municipal Code shall prevail.

ATTACHMENT A

DEPICTION OF CITY BANNER LOCATIONS

(1) attached to existing cables over Mission Gorge Road

Mission Gorge Road

Banner Location



(2) attached to the existing City-owned metal and wooden frame located at the street corner of Magnolia Ave. and Prospect

(3) attached to the existing City-owned metal and wooden frame located at the street corner of Mast Boulevard and West Hills Parkway

**Street Corner
Banner Locations**



Mast Blvd & West Hills Pkwy

Magnolia Ave. & Prospect Ave.



(4) attached to the concrete portion of the Cuyamaca Foot Bridge

Cuyamaca Street Foot Bridge

Banner Location



(5) attached to existing pole brackets on light poles on Mission Gorge Road, Town Center Parkway, Cuyamaca Street, Mast Boulevard, and City Parks

Light Pole
Banner Location (Sample)

