



## **North Richmond Banner Project Notes**

In October 2024 the North Richmond Mitigation Fee Committee expressed interest in funding banners along Fred Jackson Way. The Committee requested staff look into the process and come back with more information. In order to better understand the process and costs associated with designing, printing and installing banners, CHDC has conducted research. This report outlines the findings and recommendations regarding the installation of banners in the North Richmond area.

Two local vendors provided quotes for the banner program, each with varying pricing structures and services. The first quote is from Left Side Printing for banners made from vinyl, outdoor, and weatherproof material. They have quoted a total of 60 banners (30 in English and 30 in Spanish), each with a unit price of \$209.95, which includes all the necessary materials. The subtotal for the banners is \$12,597.00, with an additional tax of \$1,228.21, bringing the total to \$13,825.21. However, it's important to note that this quote does not include installation, as Left Side Printing does not offer installation services.

The second quote comes from Thomas-Swan for the same vinyl, outdoor, and weatherproof material. This quote is for 30 banners (15 in English and 15 in Spanish), each with a unit price that brings the total to \$14,400.00. Additionally, there is a cost of \$800.00 for proofing, \$1,482.00 in sales tax, and a combined \$8,000.00 for survey and installation (which includes lift equipment rental). The total cost for this quote comes to \$24,682.00. While this price includes installation and survey, there are a number of exclusions to be aware of, such as costs for permits, structural calculations, overtime, and unforeseen site issues. It's also important to note that several additional costs, like power supply or damage to light poles, may not be covered in the quoted price.

The installation of banners along Fred Jackson Way presents unique challenges due to the division of jurisdiction between the City of Richmond and Unincorporated North Richmond, governed by Contra Costa County. These jurisdictional differences impact the logistics and regulations regarding the banner installation process.

CHDC met with City of Richmond staff, LaShonda White. Staff indicated City guidelines indicate that standard light poles, which are taller, can be used for banner installation.



However, decorative poles, which are shorter and generally located along certain areas of the city, are not suitable for banner placement. Additionally, drilling into decorative poles is prohibited to maintain their structural integrity.

The City of Richmond also requires that an outside vendor manage the installation since the Public Works Department does not handle this type of work. In most cases, brackets for both the top and bottom of the poles are needed for installation.

CHDC also met with Rochelle Johnson, who is the Special District Manager of Engineering Services of Contra Costa County. Both standard and decorative poles in the unincorporated area were available for use in the original banner program 15 years ago. This flexibility in the past is the reason why banners were originally placed on the unincorporated side of North Richmond. This is no longer the case. Like the City of Richmond, Contra Costa County's Public Works Department will not handle installation, and an external vendor will need to be hired. For the 100 decorative poles, the cost is estimated at \$130,000. Due to the cost of these decorative poles Rochelle and the county are concerned about the poles being damaged. Rochelle went further to ask if North Richmond Green had a game plan to fix any damages that may occur during installation of banners.

Additionally, some standard poles and all decorative poles will require the installation of top and/or bottom brackets to properly hang the banners.

Several key factors must be addressed to ensure the banner program's success, including design approvals, costs, installation logistics, and ongoing maintenance. The artwork for the banners must be approved by both the City of Richmond and Contra Costa County. The City also has an Arts Commission and believes this Commission should ensure that the color scheme aligns with the branding and aesthetic standards of the city. It is possible that the project will require a graphic designer to create original designs, which will add an additional cost to the program.

In terms of materials, the banners are typically made from 18 oz, water-resistant fabric, with dimensions of 30"x60". The banners should have no more than five words on them to maintain clarity and visibility. Furthermore, it is important to determine whether the banners will need to be replaced annually, or if they will last for approximately 12 months before requiring replacement. These factors will directly affect the ongoing costs for the program.

When it comes to installation, the cost of installing brackets on the poles must be factored in. Only one vendor provided a rough quote of \$8,000 for installation. However, this was not an exact number and the other vendor was unable to provide a quote for installation. Both vendors mentioned there are many unforeseen circumstances and they would have to do a



site visit, and have a schematic of where the banners are to be placed in order to give an accurate cost of installation. In addition to the installation, the cost for potential maintenance and removal of banners after their display period needs to be considered.

Additionally, both the City of Richmond and Contra Costa County require encroachment permits for the installation of banners, which can range from \$200-\$1,000. Addition charges do apply if any more inspections are needed at actual cost. It is essential to confirm who will be responsible for obtaining and covering the costs of these permits. For both the installation and ongoing maintenance, questions regarding powerlines, trees, and other potential obstacles should be addressed to ensure that no issues arise during the installation process. In addition to the installation costs we should also consider insurance coverage for any potential damage to poles or infrastructure during the installation or removal processes.

In conclusion, the installation of banners in North Richmond could enhance community visibility and pride, but it is not a cost-effective approach. The above factors must be considered, including costs, jurisdictional restrictions, and the need for a third-party vendor to manage installation, which present significant challenges in implementing a banner program.