

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: May 7, 2012
Reviewed by: BP

SUBJECT: City of Albany Street Banner Policy

REPORT BY: Penelope Leach, Assistant City Manager/Community Services Director

STAFF RECOMMENDATION

That Council approve Resolution No. 2012-23 establishing the City of Albany Street Banner Policy.

BACKGROUND

Over the past several years, street banners on light poles within the City limits along San Pablo Avenue, Solano Avenue, and Buchanan Street have been discussed among key stakeholders in the community including the Arts Committee, Chamber of Commerce, and the Solano Avenue Association. To date, attempts to create a street banner program in the City of Albany have been a challenge. The attached policy is an effort to adopt a citywide policy with procedures and guidelines that will create a user friendly structure for a successful street banner program.

DISCUSSION

A street banner program is a means of creating a community identity within the city limits as well as providing scenery or publicizing local events or activities. Per the draft policy, an organization seeking to hang a banner on a City street pole shall submit a proposal to the Community Development Department for approval. The Community Development Department will review proposals for compliance with the street banner policy. If it is unclear to the Community Development Department whether the banner complies with the design guidelines of the policy, the Department staff will seek advice from a two member subcommittee of the Arts Committee before reaching a decision. If there is no subcommittee in place, the Chair of the Arts Committee shall designate two members to serve in this capacity in a timely manner. For banners that are to be in place for 12 or more consecutive months, the Community Development Department will review for compliance with the street pole banner policy before forwarding to the Arts Committee for a recommendation to the City Council.

SUSTAINABILITY IMPACT

A street banner program creates a community identity, local ownership, and helps identify the commercial district in Albany.

FISCAL IMPACT

There is no current plan for the City of Albany to fund banners. As was done with the Centennial banners, an organization such as the Chamber of Commerce may fund banners and installation through sponsors, who in turn would be named on individual banners.

Attachments

1. Draft Resolution No. 2012-23
2. Resolution attachment: Banner policy
3. Banner procedure