Agenda Report Reviewed by:
City Manager:

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: September 1, 2020

To: Honorable Mayor and City Councilmembers

From: Public Works Superintendent, Dante Del Prete

Subject: Banner Program - Final Design Approval and Updated Resolution

Recommendation: That the City Council approve the final designs for the new Street Banners and adopted Resolution

Funding: Currently Budgeted: ___X___ Yes _____ No _____ N/A

Net General Fund Cost: $0

Account Code/Costs authorized in City Approved Budget (if applicable) ___AK___ (verified by Administrative Services Department)

INTRODUCTION:

This item is to request the City Council approve the Banner Program's final designs and updated resolution that reflects the new banner names. "Shop/Savor/Play/Live/Create/Love"

BACKGROUND:

On July 7, 2020, the City Council adopted a resolution updating the City Street Banner Program and approved creating new banner designs. The banner designs are returning to Council for final approval after incorporating elements from a public outreach campaign.

DISCUSSION:

At the July 7, 2020 City Council meeting we received feedback from Council members and the community encouraging further development of the new banners for the City Street Banner Program. Recognizing the opportunity to truly capture the character of the Sebastopol community, a public outreach campaign was launched to leverage the public's input on action words and photos that represent Sebastopol. The outreach included collaboration with local organizations to source existing photos and/or schedule photography. The proposed designs include contributions from the Sebastopol Center for the Arts, Sebastopol Community Cultural Center, Ives Pool, Peace Wall, Main Stage West, local apple farms and Sonoma County Farm Trails. The proposed banners will celebrate inclusivity and resilience as well as draw attention to the businesses and amenities that make Sebastopol special. Further, the new banners will revive Downtown with vibrant eye-catching colors.

PUBLIC COMMENT:

The public outreach campaign identified additional action words that are reflective of the community character of Sebastopol as well as supplementary recommendations for local photos and banner colors.

PUBLIC NOTICE:

None

FISCAL IMPACT:
The $4000 costs associated with the purchase of the new banners was approved at the July 7, 2020 City Council meeting and can be accommodated within the current operating Street Maintenance budget.

RECOMMENDATION:
That the City Council approve the Banner Program's final designs and updated resolution to authorize staff to move forward with production.

Attachments:
New Proposed Banner Sample Designs
Resolution











Agenda Item Number 5











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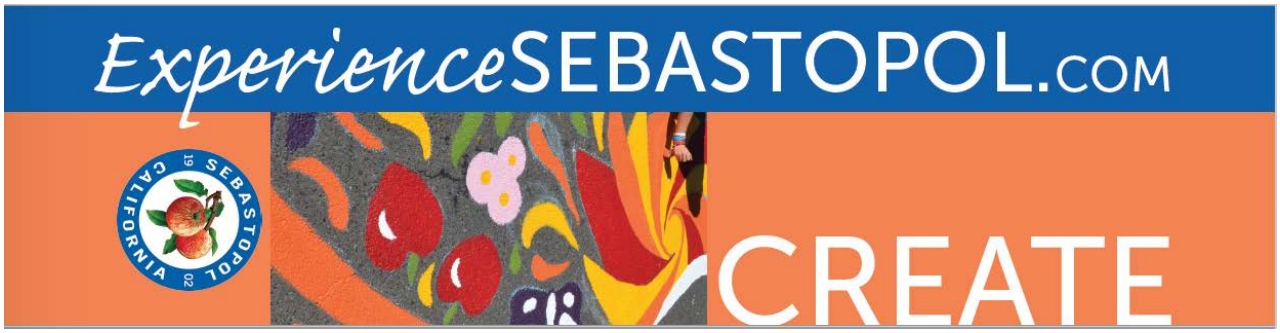


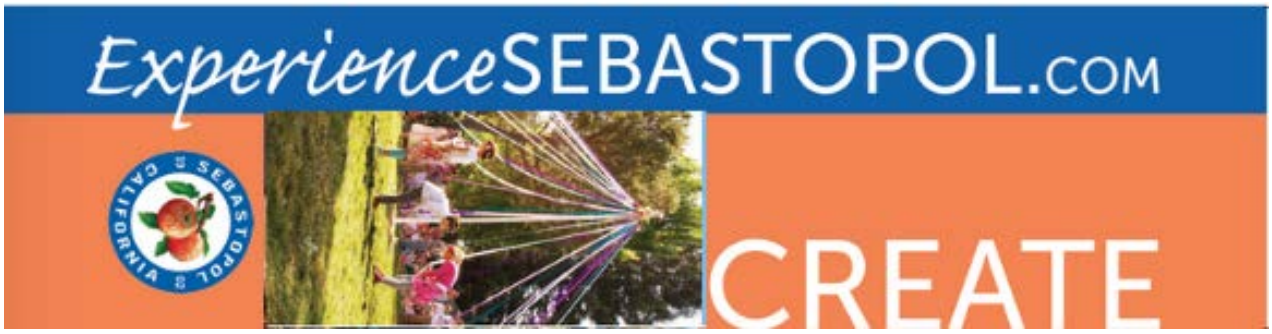


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RESOLUTION NO. _____

A RESOLUTION OF THE SEBASTOPOL CITY COUNCIL APPROVING THE BANNER PERMIT PROGRAM UPDATE AND PROPOSAL FOR NEW SHOP/SAVOR/PLAY/LIVE/CREATE/LOVE

WHEREAS, The Sebastopol Public Works Department is responsible for the installation and removal of street pole banners of general seasonal or citywide interest

WHEREAS, Currently, a set number of banner locations are reserved for City Council approved general citywide interest displays such as "Global Vision Local Flavor," "Locals Who Make a Difference," "Experience" or, seasonally, "Happy Holidays" banners; and

WHEREAS, Locations not reserved for citywide interest displays are available to non-profit organizations for up-to 30 days on a first-come, first-served basis; and

WHEREAS, Non-profits wishing to display banners must complete a Banner Installation Application and provide a basic design graphic and description for approval; and

WHEREAS, The banners must be produced to the requisite specifications; and

WHEREAS, Fees associated with the installation of banners are to cover the City operational costs for labor and are included in the annual User Fee Schedule; and

WHEREAS, Any banners installed by an organization without the required documentation and approval shall be subject to immediate removal by city staff at the cost of the organization; and

WHEREAS, The proposed "Shop/Savor/Play/Live/Create/Love" will celebrate resilience and draw attention to the businesses and services that make Sebastopol special; and

WHEREAS, The City encourages local participation in the Banner program and welcomes donations from interested groups to incorporate additional locations for banner hardware installation in appropriate locations.

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Sebastopol adopts the Banner permit Update and new Shop/Savor/Play banner design and rescinds resolution number 6306.

IN COUNCIL DULY PASSED this 1st day of September 2020.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the City of Sebastopol City Council by the following vote:

VOTE:
AYES:
NOES:
ABSENT:
ABTAIN:

APPROVED:_____
Mayor Patrick Slayter

ATTEST:_____
Mary Gourley, MMC, Assistant City Manager/City Clerk

APPROVED AS TO FORM: _____
Larry McLaughlin, City Attorney