

ITEM #: 8
DATE: 03-26-24
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: **MODIFICATIONS TO STREET BANNER POLICY**

BACKGROUND:

The City has designated several locations in the community where banners can be attached to street light poles or other fixtures in the right-of-way. The City's [Banner Policy](#) serves to protect the public safety, protect City property, establish guidelines for the use of banner hardware, and to guarantee a certain level of aesthetic quality.

ISU Research Park has requested an amendment to the policy to incorporate the proposed addition of 20 new poles on Airport Road between University Boulevard and Riverside Drive. According to the Electric Department, installation of new poles will begin between spring and early summer 2024. Each pole will be capable of supporting two banners.

The ISU Research Park will purchase the University Boulevard banner hardware and donate it to the City. This is the same approach as when the original 49 sets of banner hardware in this area were obtained. Working with ISU's Facilities Planning and Management Department, the Research Park will maintain, repair, and install banner hardware when necessary, and be responsible for installing and removing banners on this roadway. ISU Research Park will continue to be responsible for scheduling displays and arranging for the installation and removal of banners.

A copy of the modified page of the Banner Policy is attached.

ALTERNATIVES:

1. Approve the revised Street Banner Policy as attached, including the addition of banners along Airport Road between University Boulevard and Riverside Drive in ISU Research Park
2. Direct staff to modify the proposed changes to the Banner Policy
3. Do not approve the addition of banners on Airport Road adjacent to the ISU Research Park

CITY MANAGER'S RECOMMENDED ACTION:

These changes are needed to provide for display of banners on the new street light poles on Airport Road, as well as to update other provisions of the Banner Policy.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the revised Street Banner Policy, including the addition of banners along University Boulevard - ISU Research Park.

ATTACHMENT(S):

[Banner Policy, page 6 update.pdf](#)