

## **COUNCIL ACTION FORM**

**SUBJECT:**                    **MODIFICATIONS TO THE CITY'S STREET BANNER POLICY**

**BACKGROUND:**

The City's Banner Policy serves to protect public safety, protect City property, establish guidelines for the use of banner hardware, and guarantee a certain level of aesthetic quality. The policy was last modified in September 2025. Staff has reviewed the policy and is recommending changes to reflect the number of banner locations in Campustown and the appropriate methods of installation.

A copy of the modified banner policy is attached. In addition to minor revisions and corrections, substantive changes are made to Page 4:

- "Total Number of Banners: 39 (1 banner/pole)  
Welch Avenue – 15  
Lincoln Way – 14  
Hayward Avenue – 5  
Chamberlain Street – 2  
Hunt Street – 1  
Lynn Avenue – 2"
  - This section was revised to reflect changes in the number of poles available and the locations of the available poles.
- "Banner Construction: Banners should have rod pockets or tabs that slide onto the banner arm. Metal grommets (minimum of 1/2" diameter) should be installed adjacent to the rod pocket or tab on the pole-side of the banner."
  - This section was revised to update the banner construction requirements to match changes to the method of securing banners in Campustown.
- "Method of Installation: Slide banner rod pockets onto bracket arms. Secure banner to bracket mounted on the pole (top and bottom) with zip ties (see Figure 1). Zip ties shall be black, UV-rated for outdoor use, 0.35" width, and have a minimum tensile strength of 175 lbs."
  - This section was revised to add instructions for securing the banners during installation.

**ALTERNATIVES:**

1. Approve the revised Street Banner Policy as attached.
2. Direct staff to modify the proposed changes to the Banner Policy.
3. Do not approve the revised Street Banner Policy as attached.

**CITY MANAGER'S RECOMMENDED ACTION:**

**These changes are needed to revise the number of street light poles available in Campustown as well as directions for installing and securing the banners in this area.** Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the revised Street Banner Policy.

**ATTACHMENT(S):**

[Proposed Banner Policy December 2025.docx](#)

[Campustown Banner Poles\\_Oct25.pdf](#)