

TO: JAMES L. APP, CITY MANAGER
FROM: JOHN R. McCARTHY, DIRECTOR OF PUBLIC WORKS
SUBJECT: MAIN STREET REQUEST FOR BANNER PLACEMENT
DATE: 9/7/99

Needs: For the Council to review the request from Main Street to install new banners downtown

Facts:

1. Main Street has requested the City assist with installation of new brackets and banners on the decorative downtown streetlights. (see attached letter from Norma Moye)
2. The City staff currently installs banners for various city events, Pioneer Day, Wine Festival, etc.
3. The new brackets and banners will go on the decorative street light poles in the downtown area.

Analysis and

Conclusion: It is not a new work element to work with banners in the downtown area. City Public Works staff has routinely taken care of such banner placement for various events throughout the year. Main Street is looking to add new locations (downtown light poles) for banner placement.

Although the installation of the new brackets will be time consuming, staff feels that the work can be accomplished this fall without severe impact to other city work programs.

Policy

Reference: None.

Fiscal

Impact: Banners and brackets are paid for by Main Street. City will need to supply manpower for installation.

Options:

- A. That the City Council approve the installation of the Main Street brackets and banners on the downtown street lights.
- B. That the City Council amend, modify or reject the above option.

Attachments:

1) 8/19/99 letter from Main Street



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CITY MANAGER

AUG 23 1999

CITY OF PASO ROBLES

Paso Robles Main Street Association

August 19, 1999

James App, City Manager
El Paso de Robles City
1000 Spring Street
Paso Robles, CA 93446

Re: Downtown Banners/Brackets

Dear Mr. App,

The Downtown Paso Robles Main Street Association has obtained new banner brackets and banners, and now requests assistance from the city street crew in replacing and putting up new banner brackets and banners on the decorative street lamp poles.

These banners help direct traffic to the downtown, while adding a friendly and festival atmosphere to the area.

For Better Downtowns Everywhere. . .

Norma Moye
Executive Director

NM:sca