





Date: April 9, 2026
To: Governing Body, Quality of Life Committee, Finance Committee
From: Carly Venditti, Metropolitan Redevelopment Agency Deputy Director 
Via: Andrea Phillips, Deputy City Manager 
RE: Installation of Banners at Midtown

EXECUTIVE SUMMARY:

This resolution would approve installing fifty (50) banners on City owned light poles, on the Midtown Campus to promote the opening of new businesses and draw attention to the Midtown Campus.

BACKGROUND:

Section 14-7.6 of the City's Code allows installing banners on City property when erected by the City or a City permittee and if approved by the Governing Body via resolution. Under the City's Code, a resolution approving banner installation must include the dates of display, location, number, design approval process, installation, maintenance, and cost of installation.

The proposed resolution addresses the required elements for placing banners on the Midtown Campus as follows:

- The dates of display will be June 1, 2026, through June 1, 2027;
- The location is on City-owned light poles on the Midtown Campus;
- Fifty (50) banners total, one banner is allowed per light pole;
- The design of the banners has been approved by the Planning and Land Use Director and City Attorney as conforming to all applicable requirements and restrictions; and
- The City is responsible for the installation of the banners, and for replacing banners that become damaged, defaced, or are in any form of disrepair at its expense.
- The Metropolitan Redevelopment Agency has allocated ten thousand dollars (\$10,000) to install and maintain banners across the Midtown Campus.

ATTACHMENTS:

Resolution
Fiscal Impact Report