



## **Staff Report**

---

### STATUS REPORT ON THE HOLIDAY BANNER PROGRAM

Honorable Mayor and Council Members:

#### **Summary**

Staff has been analyzing the proposed holiday banner program to determine the locations, number and sizes of holiday banners to be placed. After completing an initial review of the light poles, additional work is needed to assure that the light poles can accommodate the banner hardware. Therefore, staff is recommending that staff come back with a holiday banner plan for 2006.

#### **Background**

At the September 13, 2005 City Council meeting, the City Council heard a proposal from the Belmont Chamber of Commerce for a holiday banner program for El Camino and Ralston Avenue. That proposal was part of the Chamber's Shop in Belmont Campaign. At that meeting the City Council decided to pursue the concept of a holiday banner program without business names on the banners. The City Council also reviewed several proposed designs and agreed on the one with the reindeer. Staff informed the Council that there are some potential limitations on some poles due their limited height, which would limit the size of a banner. Council directed staff to pursue the proposal to place banners on the light poles along Ralston and if possible have them installed for the 2005 holiday season.

#### **Discussion**

Staff has researched the light poles along Ralston from Hiller Street to Alameda de las Pulgas. Most are over 14 feet tall and almost all are wooden. Some are round and some are square. There are:

- 13 poles between Hiller and Old County Road
- 32 poles between El Camino and Chula Vista
- 27 poles between Chula Vista and Alameda de las Pulgas

There are two types of mounting hardware for the banners: metal straps (for the metal poles); and, mounting plates permanently anchored into the pole with lag bolts (for wooden poles). Some poles have the electrical wires down the middle of the poles while some are on the outside. Some poles are starting to show their age and may not accept mounting hardware sufficiently to withstand the additional wind loads on the banners. Thus, staff will need additional time to

review individual poles to determine whether they were appropriate for banner placement and to determine how the hardware could be safely mounted. This would include looking at the resulting placement along a section to avoid uneven or spotty placements. Also, poles where banners would be hidden by adjacent trees or other view blockages would not be used.

Therefore staff recommends that more time be allowed to adequately review the poles to determine the appropriate placement and size of banners for the 2006 holiday season:

- The light poles can be reviewed to determine which ones can use used;
- Additional vendors could be reviewed to assure we have the best arrangement and price; and,
- Additional time will allow for enough lead time to consider placement along El Camino Real.

**Fiscal Impact**

None at this time.

**Public Contact**

No additional public contact.

**Recommendation**

It is recommended that staff be directed to continue to review the placement of holiday banners and come back with a program for 2006. This will allow time for staff to determine which light poles are able to accommodate the hardware (including wind loads) and provide the most aesthetic placement of banners.

**Alternatives**

1. Take no action
2. Accept staff recommendations
3. Direct staff to purchase and install banners for the 2005 holiday season

**Attachments**

A. None.

Respectfully submitted,

---

Jack R. Crist  
Interim City Manager