



Request for City Council Committee Action From the Department of Public Works

Date: June 22, 2010
To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee
Subject: **Banner Ordinance Changes – Set Public Hearing**

Recommendation:

1. Set Public Hearing to be held on July 13, 2010

Prepared by: Brette Hjelle, Public Works Interagency Coordinator

Approved by:

Steven A. Kotke, P.E., City Engineer, Director of Public Works

Presenters: Brette Hjelle, 612-673-2365

Reviews:	Permanent Review Committee (PRC)	Not applicable
	Civil Rights Affirmative Action Plan	Not applicable
	Policy review Group (PRG)	Not applicable

Financial Impact:

Action is within current department budget

Community Impact:

Neighborhood Notification: n/a
Neighborhood Meetings: n/a
City Goals: Maintain the physical infrastructure to ensure a healthy, vital and safe city
Comprehensive Plan: Not Applicable
Zoning Code: Not Applicable

Background/Supporting Information:

Minneapolis Code of Ordinances (MCO) Title 17 Chapter 449 allows the city to issue permits for attaching holiday decorations, convention or community fund banners, signs or the like, to any street lighting fixture or fixtures or over and above any public right-of-way. The most typical permit granted under this authority is for banners that identify neighborhoods or business districts.

Banner applications in the past few years have made it evident that the banner ordinance needed updating. The primary recurring issues include advertising, banner sponsorship and sponsorship logos, and inconsistent standards within the city. Rather than continue to resolve these issues on a case-by-case basis, Public Works determined reexamining the banner program and updating MCO 449 was the best course of action.

Review of Other Cities

As part of the ordinance revision process, banner programs in the following cities were reviewed:

Baltimore	Salt Lake City
Chicago	San Francisco
Denver	Seattle
Milwaukee	St. Louis
Pittsburgh	St. Paul
Portland, OR	Stillwater

Banner programs in these cities vary from restrictive to permissive. Almost universally, the declared purpose of their banner programs is to promote/enhance their city. But, the most restrictive cities limit banner permits to nonprofit organizations while other cities have no restrictions on applicants. Cities are also unified in their prohibition of product advertisements, although most allow limited sponsorship logos on the banners.

Updated Ordinance

A staff group including Public Works, City Attorney's Office, and Zoning is recommending changes to the Decorations and Banners ordinance to achieve the following goals:

- Aid in the promotion of cultural and civic events.
- Promote the City and City-sponsored programs.
- Compliment the City's beautification and neighborhood identification efforts.
- Control visual distractions to traffic control and directional signage.
- Give a unified look to the streets.

The proposed ordinance contains the following additions or policy changes:

- A Purpose and Criteria Statement
- Expansion of allowable banner content to include identification of historical locations, places of interest, or events of public interest taking place within the city.
- Permitting sponsorship logos on up to 15% of the banner area.
- Permit will be valid for the period of time specified within the permit but no more than one year. Previous ordinance limited permits to 60 days.