

Street Banner Design Update

City Council – February 16, 2016

2016 Banner Program

- City Council approved \$35,000 funding in 2015
- Funding for banner design, printing, and installation on 43 poles on Davis Street and 121 poles on East 14th Street
- First major banner update since 2003
- Pilot City/Derick Lee engaged to design the banners
- Four outreach events were hosted to gather community input
- Feedback from the Arts Commission has been incorporated into the current designs

Next Steps

- City Council feedback requested prior to finalization of the designs.
- Installation anticipated in Spring 2016
- Funding will be requested in the 2016-17 Budget to refresh the remaining City banners:
 - Wicks Boulevard,
 - San Leandro Boulevard
 - MacArthur Boulevard
 - Bancroft Avenue
 - New locations TBD

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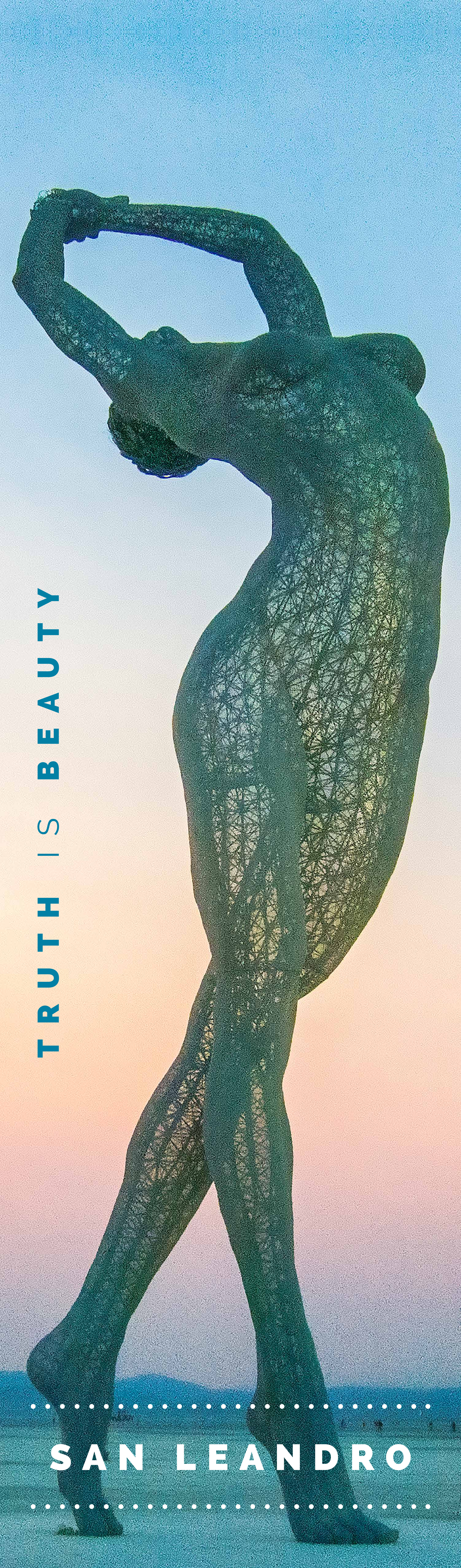


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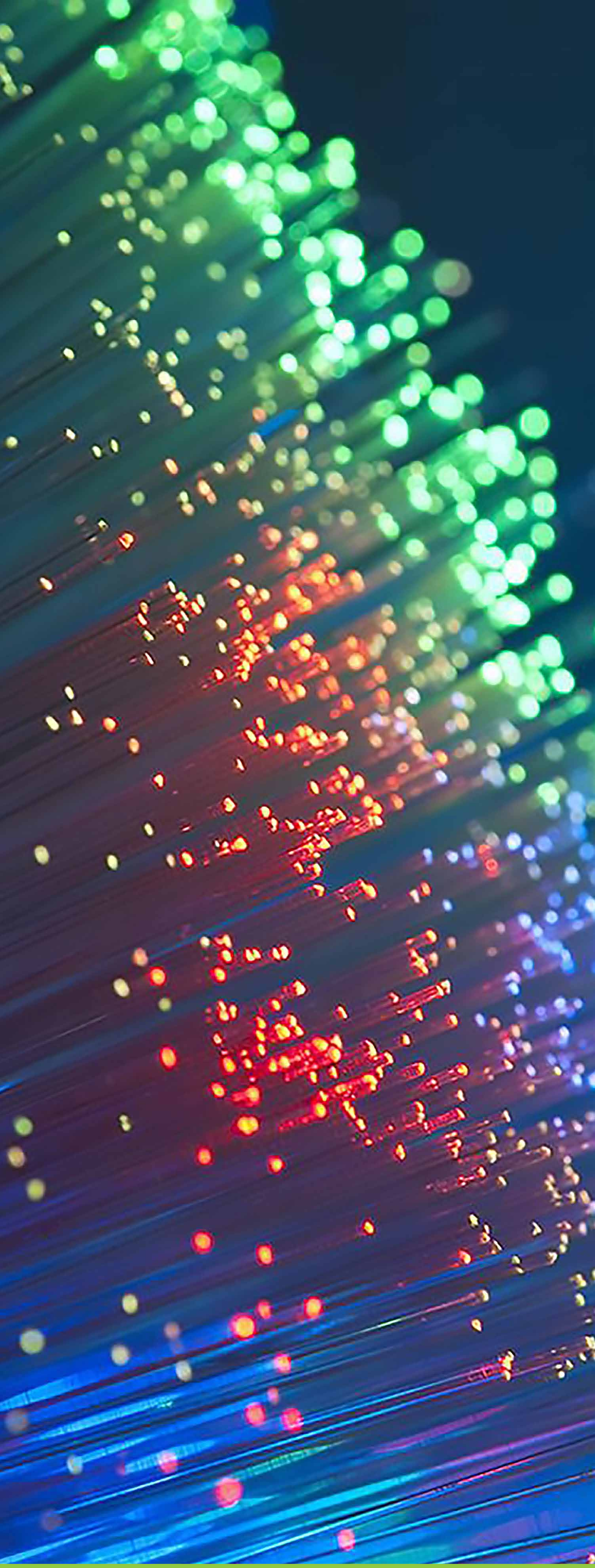
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Welcome to

Gigabit City.

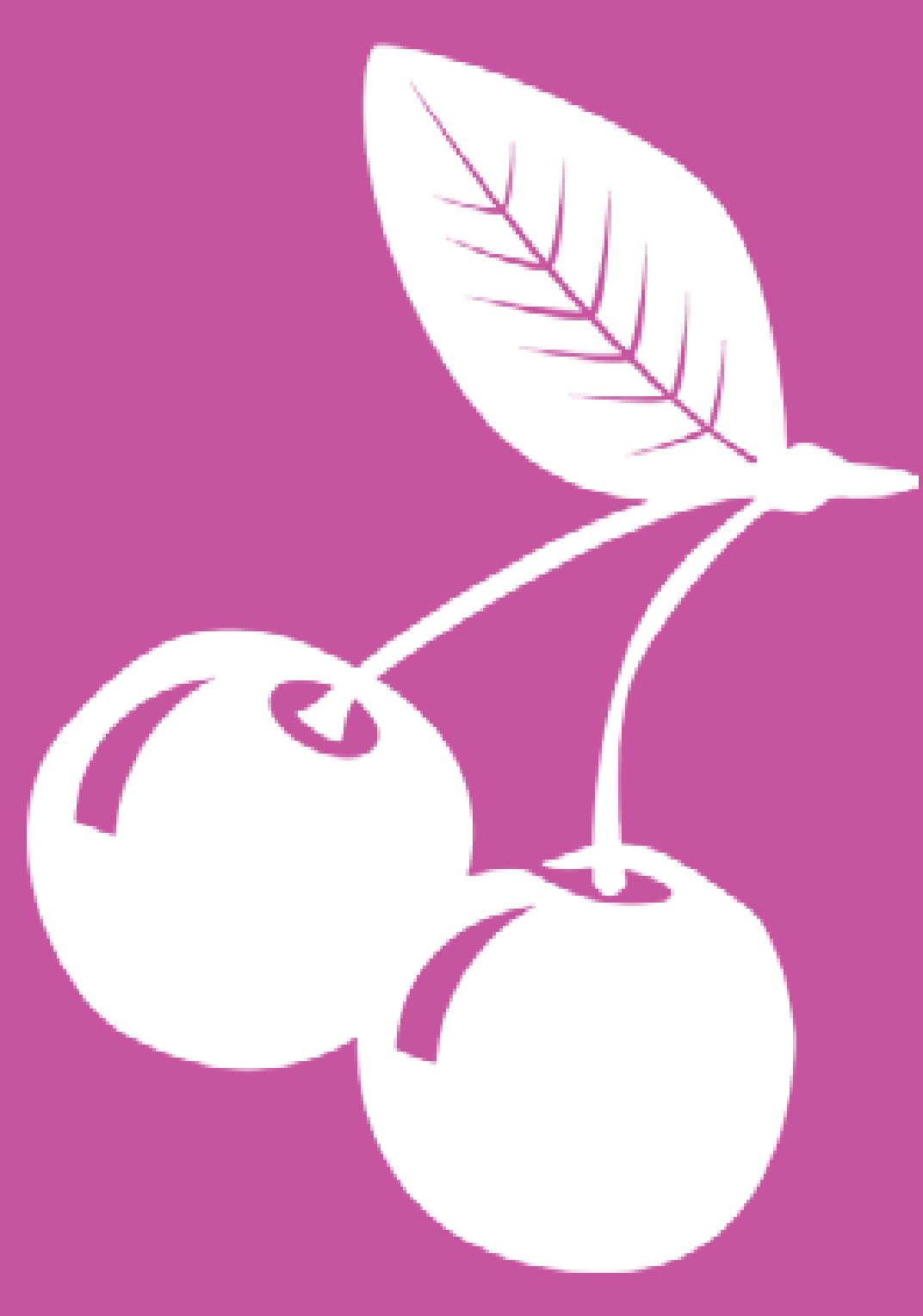


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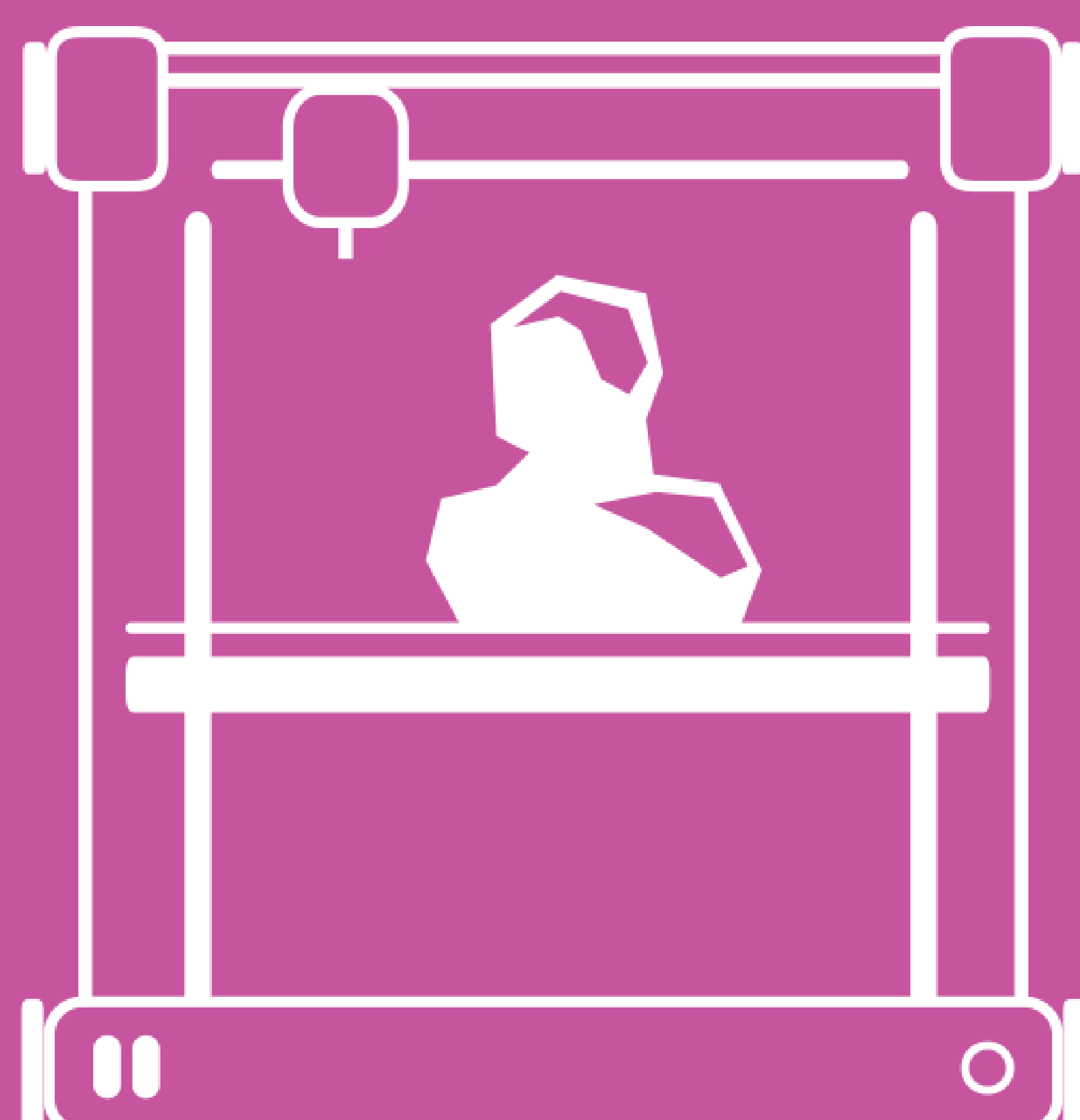
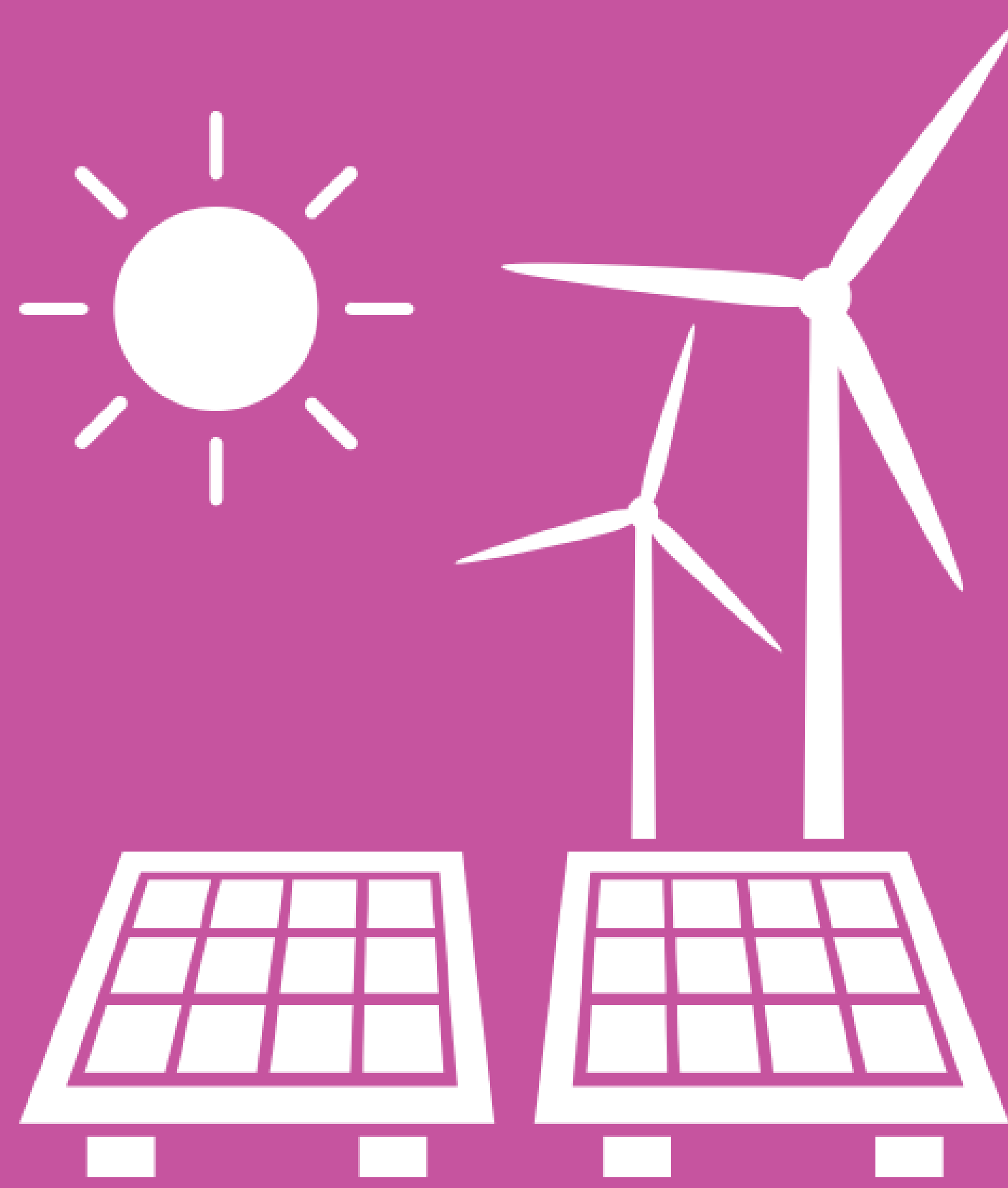


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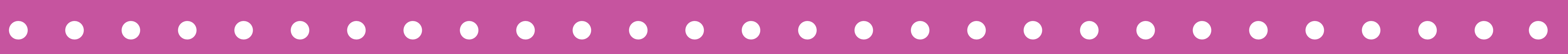
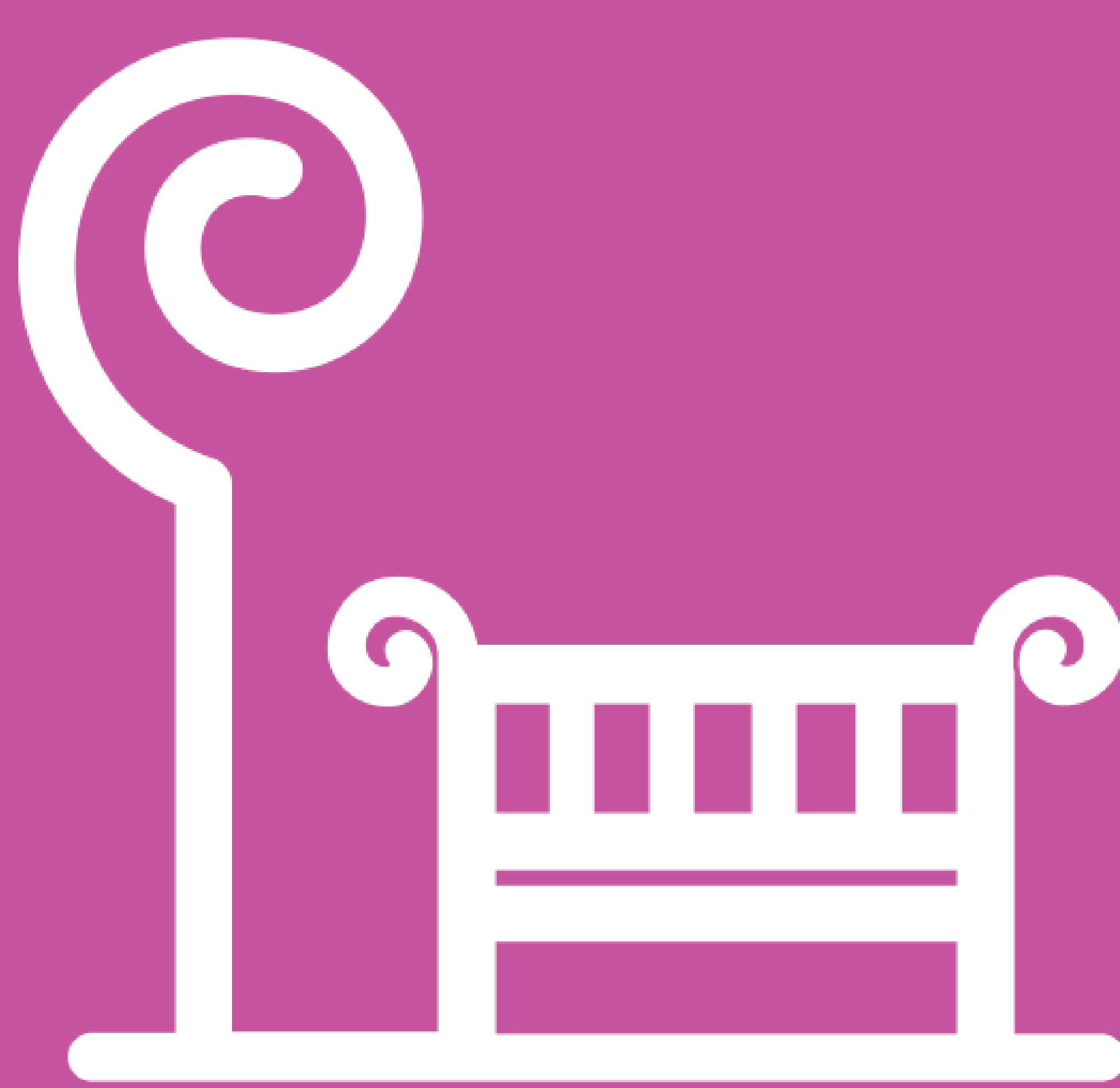
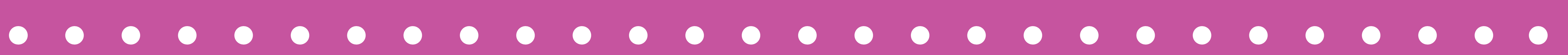
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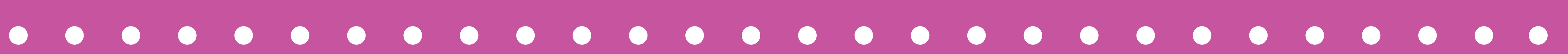
CHERRY CITY



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INNOVATING

OUR

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FOR

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