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Staff Report for Presentation of Designs of New Street Banners to Be Installed on East 14th Street and Davis Street

SUMMARY AND RECOMMENDATION

Staff requests that the City Council provide feedback on the draft designs for new street banners to be installed on E. 14th Street and Davis Street.

BACKGROUND AND ANALYSIS

On April 20, 2015, the City Council approved funding for the design, printing and installation of 164 new street banners on East 14th Street and Davis Street. Aside from the Downtown San Leandro banners, which were installed in 2010 with funding from the former Redevelopment Agency, this is the first update of the City banners since 2003. The City Council appropriated \$35,000 to fund the cost of design, printing (including replacement banners) and installation of 121 banners on E. 14th Street, between Durant and Davis and 43 banners on Davis Street, between Gilmore and Pacific. The new designs will replace the "Welcome" banners installed in the mid-1990s, as well as the "Historical Downtown" banners installed in 2003. The typical life of a street banner is ten years and the majority of the banners in the City are due for replacement.

The City engaged Derick Lee of Pilot City to develop six new two-sided banner designs. In September and October of 2015, Pilot City hosted interactive events where residents, the Downtown Association, the San Leandro Improvement Association, and adjacent businesses were invited to share their visions of Downtown San Leandro-past, present, and future. On January 13, 2016, draft designs were presented to the Arts Commission for input. At this time, revised designs are being presented to the City Council for review and comment.

Potential Funding for Future Phases

This project has awakened interest among San Leandrans to refresh banners in additional locations, and while no funds are being requested at this time, staff will be requesting an additional \$50,000 be considered for approval as part of the proposed Fiscal Year 2016-17 budget. If approved, this funding would result in the creation of additional designs and replacement of existing banners that were installed a number of years ago, including on MacArthur Boulevard, Bancroft Avenue, San Leandro Boulevard, Wicks Boulevard, and Hesperian Boulevard. The existing banners on Bancroft Avenue were installed in 2003, while Ghirardelli installed 150th Anniversary banners on San Leandro Blvd in 2012, and the remaining banners were installed in the 1990s. All of these banners could be replaced if the requested funding is approved.

The requested appropriation could also facilitate approximately 40 new banners in locations throughout the City that currently have no banners installed. Although a location has not been finalized for new banner installations, staff will prioritize commercial districts that were not included in past City banner programs. Installing banners in new locations is considerably more expensive than refreshing existing banners because it requires the purchase and installation of new banner hardware on City light poles.

Proposed Budget for Phase II of the Banner Project

<u>LOCATION</u>	<u># BANNERS</u>	<u>COST</u>	<u>LOCATION RANGE</u>
San Leandro Blvd	19	\$ 3,750	Williams to Washington
Boys & Girls Club	8	\$ 1,550	
Wicks Blvd	8	\$ 1,550	Manor to Burkhart
MacArthur Blvd (1)	23	\$ 4,450	Estudillo to Dutton
MacArthur Blvd (2)	21	\$ 4,100	Durant to Superior
Bancroft Ave.	48	\$ 9,200	Durant to Oakes
New Locations	48	\$18,400	TBD
Design & Contingency		\$ 7,000	
TOTAL	175	\$50,000	

It should be noted that this proposed project does not include the “*Downtown San Leandro*” small burgundy trapezoid banners that are currently displayed in various locations throughout downtown. The San Leandro Improvement Association (SLIA) may upgrade these banners in the coming years.

Budget Authority

Sufficient funds have already been programmed into the adopted FY 15-16 budget to accommodate the current phase of the project. Staff will be requesting additional funds in the proposed FY 2016-17 Budget that will be considered by the City Council later this year.

ATTACHMENT

None.

PREPARED BY: Lars Halle, Development Coordinator, Community Development