



Item.....
Meeting.....2008 November 24

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2008 November 19

FROM: DIRECTOR PLANNING & BUILDING **FILE:** 37500 19
Reference: ETC – Seasonal Banners

SUBJECT: EDMONDS TOWN CENTRE BANNER PROGRAM

PURPOSE: To seek Council approval to pursue community input on seasonal banners for Edmonds Street.

RECOMMENDATION:

1. **THAT** Council authorize staff to pursue community input for the design of new seasonal banners for Edmonds Street, as outlined in this report.

REPORT

1.0 EDMONDS STREET SEASONAL BANNER PROGRAM

In 2003, for the inaugural Edmonds Lions “Santa Clause Parade” on Edmonds Street, seasonal banners were installed to help define the parade route and to enliven the streetscape during the holiday season. The seasonal banners remained in service between 2003 and 2006, in the months of November and December. However, the banners are now worn and are no longer suitable for reinstallation. As such, this report requests Council authorization for staff to pursue the creation of new seasonal banners to coincide with the 2009 Edmonds “Santa Clause Parade.”

Staff propose to use this holiday season to solicit input from the community on potential seasonal banner designs for installation in November 2009. With the concurrence of Council, staff would solicit designs for replacement seasonal banners through the distribution of a community notice to schools, community groups, agencies and facilities in the Edmonds area. The notice would invite students, residents and business owners to submit their seasonal banner designs to the City for consideration.


Once designs have been received by the City from the community, staff would format a series of potential designs for submission to a selection panel. It is suggested that the selection committee be comprised of the Edmonds Town Centre Business and Community Association members, who would recommend a final design for the replacement banners for Council consideration.

2.0 FINANCING

The estimated cost for the production and installation of the seasonal banners is in the order of \$8,000. Sufficient funds for this expenditure are available under the 2009 Provisional Operating Budget submission.

3.0 SUMMARY

This report outlines a replacement banner program for the Edmonds Street seasonal banners. With the concurrence of Council, area residents, businesses, students and community groups will be invited to submit concepts to be used in the creation of seasonal banners for Edmonds street. With Council approval of the final design, staff would pursue the production and installation of seasonal banners for Edmonds Street in November 2009.



B. Luksun, Director
PLANNING & BUILDING

JBS/gk

cc: Director Finance
Director Engineering
Director Parks, Recreation and Cultural Services