Atascadero City Council  
Staff Report - City Manager’s Office  

Consideration of Request from the Atascadero Main Street (AMS) - Permission to Install Brackets and Banners in the Downtown  

RECOMMENDATIONS:  

Council:  
1. Approve the request from Atascadero Main Street (AMS) to grant them permission to install brackets and banners on the streetlight poles in the Downtown in the locations designated on the attached map; and,  
2. Direct staff to have the Community Redevelopment Agency of Atascadero pay the required fee for the Administrative Use Permit.  

DISCUSSION:  

The City has received a request from the Executive Director of the Atascadero Main Street (AMS) for the City Council to consider a proposal to allow streetlight post brackets and banners to be installed in the Downtown. The specific locations requested are shown on the attached map; the x’s are the streetlights not being considered, and the black dots are the streetlights being proposed. The following list details the requested locations:  

- Parkside of East Mall between El Camino Real and Palma (5 locations)  
- Parkside of West Mall between El Camino Real and Palma (5 locations)  
- Entrada between El Camino Real and Palma (10 locations)  
- Traffic Way between El Camino Real and Palma (10 locations)  
- Palma between Traffic Way and West Mall (5 locations)  

AMS’s purpose for the banners is to delineate the historic Colony District and provide color and movement in the Downtown. The proposed banners would be two feet wide by four feet long, the same as the banners currently displayed on El Camino Real that are managed by the Chamber of Commerce. The banners would hang from the Acorn style light fixtures, with the green poles, that now line the streets around Sunken Gardens and the Downtown (see Attachment 1 of this report).
The City received a similar request in April of 2000 from the Chamber of Commerce. The Chamber asked the City to participate in a joint program to install banner brackets along El Camino Real on the taller PG&E Cobra light poles. The City Council voted to: contribute $3,000.00 for the installation of the brackets and the purchase of 35 banners, participate in the installation of the brackets, and waive the fee for the administrative hearing. This program is ongoing and successful.

AMS proposes to purchase the banners, the mounting hardware, and pay to have the brackets installed utilizing Parking and Business Improvement Area (PBIA) funds that they have received from the City. They plan on purchasing four sets of seasonal banners that would be rotated every three months. Samples of possible banner designs are attached to this report. AMS would be responsible for scheduling, billing, installation, removal, and maintenance. Also, AMS proposes to make some of the banner locations available to other organizations within the City via an agreement.

Many of the street light poles referred to in this report are owned by PG&E. AMS would be required to contact PG&E to gain permission to install the proposed brackets on those poles.

Also, an Administrative Use Permit will be required for this project. The fee for this permit, and required mailing, would be approximately $980.00. The permit will include conditions of approval. The following is a partial list of those conditions:

- All banners will comply with all City requirements.
- The Atascadero Main Street will be responsible for overseeing the banner program in the Downtown.
- All banners will be kept in good repair and appearance.
- All banners must be professionally designed and manufactured.
- Banners will not be permitted to display any commercial messages, political endorsements or business names.
- Banner messages will be restricted to the promotion of the City of Atascadero, special events, public activities, the Downtown District or seasonal decorations.

The AMS has estimated the overall costs for this project will be $11,000.00.

**FISCAL IMPACT:** None

**ALTERNATIVES:**

1. Council could deny this request.
2. Council could approve this request with additional conditions.
ATTACHMENTS:

1. Downtown area light fixture drawing
2. Map of downtown area streetlights proposed to be included in this project.
3. Samples of banner designs