



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 28, 2015

TO: Mayor and Councilmembers

FROM: Facilities Division, Public Works Department

SUBJECT: Mesa Business Association Flag Agreement

RECOMMENDATION:

That Council authorize the Public Works Director to enter into a five-year agreement with the Mesa Business Association to allow them to install flags on City-owned streetlight poles.

DISCUSSION:

In May of 2014, City staff received a proposal from two neighborhood volunteer groups, the Mesa Business Association and Mesa Architects, to add new pole-mounted flags on City-owned streetlight poles along Cliff Drive, near the intersection with Meigs Road. The proposed project is intended to enliven the streetscape and celebrate the Mesa Neighborhood identity in the central commercial area.

The groups requested and received a number of flag design concepts from the community. After review, they decided to develop flag designs based on artwork by Mesa artist Ron Freese which portrays Ledbetter Point, a local landmark. The final digital graphic designs were developed by another Mesa resident, Carole Goodman of Do Good Design.

The double-sided vinyl flags are designed to identify the locale: the Mesa Neighborhood in the City of Santa Barbara. As shown on the location map, the flags will be mounted in fourteen locations on existing streetlight poles. Four color combinations of the same design will be distributed among the various locations. The flags will be supported by "Banner-saver" brackets and attached to the light poles with stainless-steel straps, as recommended by City's Facilities Division.

The Mesa Business Association has agreed to be the managing partner of the flag project and will be responsible for replacing the flags as necessary, due to fading or other damage. It is estimated that the flags will need to be replaced every 12 to 24 months.

In addition to the Agreement, the project also requires approval by the Architectural Board of Review Sign Committee.

BUDGET/FINANCIAL INFORMATION:

There is no cost to the City to enter into this agreement.

PREPARED BY: Jim Dewey, Facilities and Energy Manager/AG/mh

SUBMITTED BY: Rebecca J. Bjork, Public Works Director

APPROVED BY: City Administrator's Office