



## City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	Item Type:		1 <sup>st</sup> Reading	2 <sup>nd</sup> Reading
3/18/2020	<input type="checkbox"/> Resolution	Ordinance Reading	N/A	N/A
File No.:	<input type="checkbox"/> Ordinance	Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
20-008	<input checked="" type="checkbox"/> Other	Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
		Quasi Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):	Account Balance (\$):	Funding Source:	Project Number :	
[TBD]	[n/a]	[n/a]		
Contract/P.O. Required	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Greg Chavarria	City Manager	
Strategic Plan Focus Areas:				
<input type="checkbox"/> Financial	<input type="checkbox"/> Organizational Capacity	<input type="checkbox"/> Infrastructure	<input checked="" type="checkbox"/> Development, Redevelopment and Economic Development	
Implementation Timeline				
Estimated Start Date: 1/1/2020 Estimated End Date: 3/31/2020				

### SHORT TITLE:

### DISCUSSION OF STREET POLE BANNERS

### STAFF SUMMARY:

#### Summary:

Requests for placement of banners on the City's Street Pole Banners Hangers is increasing. A policy and procedure is being developed that governs the allowed use, application process, fees, design criteria, liability, insurance, installation, maintenance, and/or removal of street pole banners to ensure equitable use by all eligible parties.

#### Background:

Street pole banner hangers are installed on ninety five (95) street light poles throughout the City's main corridors. Banner Hangers are located on US1/ Federal Highway, SRA1A/ Ocean Drive, and Hallandale Beach Boulevard. There are also limited banner hangers on NW 8<sup>th</sup> Ave/ Dr Martin Luther King Jr Drive and NW Foster Road.

The City previously entered into an agreement with the Hallandale Beach Chamber of Commerce to manage a Street Pole Banner Marketing Program. In this program, the Hallandale Beach Chamber of Commerce marketed and sold pre-approved banner designs to local business sponsors. That agreement has since expired.

On October 11, 2019, the City Manager notified the City Commission during City Manager comments of the request and approval to place "Happy Holiday" themed banners, supplied by Gulfstream Park, on the street pole banner hangers. The banners also promoted the Symphony of Lights free community event at Gulfstream Park. The event promoted the economy of local businesses; and the banners informed the community about an opportunity to benefit from a free holiday event.

#### **Current Situation:**

The street pole banner hangers are currently under-utilized. Due to the high visibility of the banner locations, they are ideal for showcasing our community, welcoming visitors, celebrating holidays, promoting City sponsored events, anniversaries, and/or community awareness initiatives.

There is currently no policy or procedure in place guiding the allowed use. A program is being developed that will clearly outline the policies and procedures for allowed use, application process, fees, design criteria, liability, installation, maintenance, and/or removal of street pole banners to ensure equitable use by all eligible parties.

A request was made by Gulfstream Park to place banners promoting the Plant Based Festival held on February 9<sup>th</sup> at Gulfstream Village. The installation of the banners was staggered with banners promoting the HBCRA Sponsored South Beach Wine and Food Festival events held at Peter Bluesten Park February 21<sup>st</sup> and 22<sup>nd</sup> and Gulfstream Village February 22<sup>nd</sup>. The City Manager granted the request from Gulfstream as this benefited local plant based businesses and provided local awareness of plant based options for the community.

#### **Why Action is Necessary:**

Requests for placement of banners on the City's Street Pole Banners Hangers is increasing. An approved policy and procedure will ensure banners are installed equitably and properly reflect our community. The City Manager seeks input and feedback from the City Commission on policy development.

#### **Cost Benefit:**

The cost benefit will be determined through the policy development.

#### **PROPOSED ACTION:**

No specific action is necessary at this time.

#### **ATTACHMENT(S):**

N/A.