

**City of Carson City
Agenda Report**

Date Submitted: November 8, 2013

Agenda Date Requested: November 21, 2013

Time Requested: 15 minutes

To: Mayor and Board of Supervisors

From: Community Development - Planning Division

Subject Title: For Possible Action: To amend the Carson Street Overhead Banner Policy, Section 6.5.2 (Application and Selection Process) to give priority to banners advertising attended events over public service announcements. (Susan Dorr Pansky)

Summary: The Carson City Arts and Culture Coalition, a coalition of local artists and art groups whose purpose is to advocate for support of the arts, has requested that the Carson Street Overhead Banner Policy be amended to place priority on advertising attended events in Carson City over public service announcements in light of the recent upgrade of the Carson City Community Center sign to a digital board that provides an additional advertising venue.

Type of Action Requested:

Resolution

Formal Action/Motion

Ordinance-Second Reading

Other (Specify)

Does This Action Require A Business Impact Statement: () Yes (X) No

Prior Board Action: None

Recommended Board Action: I move to amend the Carson Street Overhead Banner Policy, Section 6.5.2 (Application and Selection Process) to give priority to banners advertising attended events over public service announcements.

Explanation for Recommended Board Action: The Carson Street Overhead Banner Program is a highly sought after advertising avenue managed by Planning staff to allow Carson City-based organizations to promote their events and messages over Carson Street at the intersection of Carson Street and Telegraph Streets in the heart of downtown. In order to qualify for placement, banners must be non-religious, non-discriminatory and non-political in nature and be in support of a Carson City-based non-profit or civic organization or a Carson City-sponsored event. There is no cost for banner placement, with the exception of production costs for the banners themselves. Priority has always been given to recurring Carson-City sponsored events such as Nevada Day and Farmers' Market, however, other events have been passed over in favor of public service announcements in the past.

Planning staff has been approached by representatives of the Carson City Arts and Culture Coalition before regarding priority placement for events over public service announcements, however, because there was not another venue for these public service announcements in the City, staff was not able to consider this request.

Recently, a new digital sign was placed at the Carson City Community Center that would allow significant additional opportunity for public service announcements. While staff recognizes the importance of public service announcements, staff feels that because of the banner's location in proximity to downtown, priority should be placed on events that generally have a direct cultural and economic impact on the downtown core.

Applicable Statute, Code, Policy, Rule or Regulation: Carson Street Overhead Banner Policy

Fiscal Impact: N/A

Explanation of Impact: N/A

Funding Source: N/A

Alternatives:

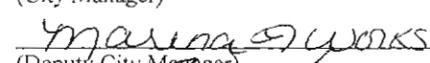
- 1) Approve the policy amendment.
- 2) Deny the policy amendment.
- 3) Refer the matter back to Planning staff for further review.

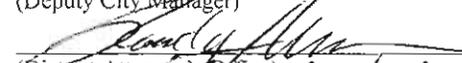
Supporting Material: 1) Carson Street Overhead Banner Policy

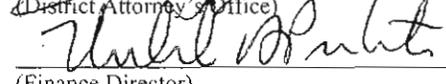
Prepared By: Susan Dorr Pansky, Planning Manager

Reviewed By: 
 (Community Development Director)


 (City Manager)


 (Deputy City Manager)


 (District Attorney's Office)


 (Finance Director)

Date: 11.12.13

Date: 11/12/13

Date: 11/12/13

Date: 11/12/13

Date: 11/12/13

Board Action Taken:

Motion: _____ 1) _____ Aye/Nay

2) _____ _____

(Vote Recorded By)

TITLE: CARSON STREET OVERHEAD BANNER POLICY

1.0 PURPOSE:

The purpose is to establish the policy and procedure for accepting applications and approving civic banners hung across Carson Street at Telegraph Street. This process was managed by NDOT prior to the City accepting responsibility for Carson Street in 2010.

2.0 ORGANIZATIONS AFFECTED:

Community Development Department, Planning Division: Application processing.
Public Works Operations: Banner installation.

3.0 REFERENCES:

Carson City Municipal Code Title 18 Appendix, Development Standards Division 4, Signs, Section 4.4.7(u), Exemption for signs within NDOT right-of-way subject to compliance with state sign regulations (continued legal non-conforming use).

4.0 POLICY:

Carson City will continue to permit banners for civic events and organizations to be hung across Carson Street, at the designated location at Telegraph Street, consistent with the program established and managed by NDOT prior to Carson City accepting maintenance of Carson Street, and in accordance with these policies and procedures.

5.0 DEFINITIONS:

5.1 Carson Street Banner: Banners permitted pursuant to this policy to be hung across Carson Street on the banner structure at Telegraph Street. This definition does not include banners located on private property as otherwise defined and regulated by the Carson City Municipal Code Title 18 Appendix, Development Standards Division 4, Signs.

6.0 PROCEDURES:

6.1 The Planning Division shall be responsible for coordinating, accepting, processing and approving applications for Carson Street banners.

6.2 Carson Street banners are hung on a weekly basis, installed each Monday and removed the following Monday (installed and/or removed Tuesday if that Monday is a holiday).

6.3 Applications for a Carson Street banner shall be submitted on a form provided by the Planning Division with all required information.

6.4 Qualifying Applicants. Applicants for a Carson Street banner must be:

6.4.1 A Carson City-based organization;

6.4.2 Non-religious, non-discriminatory and non-political in nature; and

6.4.3 A non-profit (IRS designated) or civic organization, or part of a Carson City-sponsored event

6.5 Application and Selection Process

6.5.1 Applications from qualifying applicants will be accepted beginning on October 1 of each year for the following calendar year.

6.5.2 Reservations for weekly time slots are generally made on a first come, first served basis. However, priority ~~may~~ **will** be given to ~~recurring annual~~ **attended** events, ~~such as Nevada Day.~~ **over public service announcements. Other considerations, via narrative, may include the degree of community impact and support for recurring annual events sponsored by Carson City, such as Nevada Day.** Where there are multiple requests for a given week, Planning Division staff may provide applicants with alternative weeks for the placement of their banners, as available.

6.5.3 Applicants may apply for multiple dates during the year but in no case for more than one banner placement per month. An applicant is only entitled to their first choice of date on a first come, first served basis. Additional dates may only be granted after the Planning Division has considered all applications submitted by the last working day before the Thanksgiving holiday. Applications to fill any vacant dates throughout the year may be submitted at any time during that year. If submitting for multiple dates, applicants must prioritize their preferred dates.

6.5.4 The Planning Division will notify all applicants via email of the approval and or denial of all applications submitted for evaluation. The Planning Division will also send a courtesy reminder of the Banner reservation to the applicant, one week prior to the reservation week via email.

6.6 Applicant's Responsibilities

6.6.1 Banner Specifications. Applicants are responsible for manufacturing the banner. Banners must meet the specifications established by the Public Works Operations Division in order to be hung on the structure across Carson Street. Banners that do not meet the specifications will not be hung.

6.6.2 The applicant is responsible for delivering the banner to the Carson City Public Works office (887-2355), 3505 Butti Way, no later than 5:00 p.m. on the Thursday of the week prior to banner installation. Banners delivered later than this are not guaranteed to be hung.

END OF SECTION