THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: November 15, 2022

Subject: 2022 Pole Banner Policy Updates

Staff Resource(s): Chris Corl, Director, Community & Regional Entertainment Facilities
Jon Fillman, Community Event Manager

Action Requested: Adoption of a resolution approving updates to the City of Asheville Pole Banner Policy

Background:

- City Council adopted Asheville's current Pole Banner Policy, developed by the Planning and Community Development Department, on March 23, 2004.
- The Outdoor Special Events office began overseeing the permitting and execution of the pole banner policy, permitting, and administration in 2013.
- Several issues have since been identified with the administration of the City's current pole banner policy including a lack of staff capacity for oversight of installations, insufficient hardware maintenance and fees, and clarification needed around the guiding principles in decisions determining the location and upkeep of hardware and banners.
- City Council has adopted staff recommendations on fee changes beginning in Fiscal Year 2023.
- The revised policy was reviewed with Planning staff to ensure it complies with the City's Sign Ordinance.
- The revised policy incorporates the new fee structure, updates the responsibilities of program participants and city administration offices, and also:
    - Brings policy in alignment with new application preparation and permitting fees
    - The Department of Community & Regional Entertainment Facilities (DCREF) becomes responsible for the purchase of hardware and contracts with a single installer to service all banner installations and maintenance
    - Improves placement standards to create a more cohesive presentation per block face
    - Clarifies qualification requirements for neighborhood-district identification
    - Creates special allocation of certain poles along the frontage of City-owned entertainment facilities for priority of use: Civic Center, Art Museum/Wortham, McCormick Field, WNC Nature Center, Aston Park Tennis Center, and John B. Lewis Soccer Complex
    - Limits event promotion to events conducted within city-owned entertainment facilities with at least 1,000 attendees per day, minimum of two consecutive days in duration
    - Recognizes the relationship with Duke-Progress Pole Use standards

Council Goal(s):

- Well-planned and livable community
- Thriving local economy
- Connected and engaged community

Committee(s):

- Planning & Economic Development Committee - October 10, 2022 - recommended unanimously to forward to City Council

Pro(s):

- Provides a necessary update to City policy.

Con(s):
- None

Fiscal Impact::
- The City will incur the initial costs for purchasing hardware, which will not be fully recovered by fees until banners are displayed for three years.
- Funding for this work has been identified within the Department of Community & Regional Entertainment Facilities operating budget.

Suggested Motion:
- Motion to adopt a resolution approving updates to the City of Asheville Pole Banner Policy

Attachment(s)
- 2022 Pole Banner Policy Update (Draft)
- Resolution

RESOLUTION NO. 22- _____

RESOLUTION APPROVING UPDATES TO THE CITY OF ASHEVILLE BANNER POLICY

WHEREAS, pursuant to N. C. Gen. Stat. 160A-272, the City of Asheville has the general authority to lease or rent property owned by the City; and

WHEREAS, the Planning Department, Community & Economic Development Department, and the Department of Community & Regional Entertainment Facilities have jointly prepared updates to the City's policy to improve regulation of the display of banners from light poles in certain locations in the City; and

WHEREAS, City Council has reviewed the Banner Policy updates, and has determined that it is in the City's interest to adopt and implement said policy updates;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

City Council adopts the Banner Policy for regulating the display of banners from light poles in certain locations in the City of Asheville.

Read, approved, and adopted on this 15th day of November 2022.

_____ _____

City Clerk Mayor

Approved as to form:

_____

City Attorney