

GRAND JUNCTION CITY COUNCIL
MONDAY, FEBRUARY 29, 2016

WORKSHOP, 5:00 P.M.
CITY HALL AUDITORIUM
250 N. 5TH STREET

To become the most livable community west of the Rockies by 2025

1. **Compression Only Cardiopulmonary Resuscitation (CPR):** Firefighter/ Paramedic Brian Clark will demonstrate compression only CPR and have Council practice the procedure.
2. **Policy for Street Banners:** Staff will present options for developing a policy for the installation of street light banners and seek Council direction. [Attachment Supplemental Documents](#)
3. **TABOR (Taxpayer Bill of Rights) Projection Model** [Supplemental Documents](#)
4. **Other Business**
5. **Board Reports**



Date: Feb. 24, 2016

Author: Kathy Portner

Title/ Phone Ext: Community Services Manager/1420

Proposed Meeting Date:

Feb. 29, 2016

CITY COUNCIL STAFF REPORT WORKSHOP SESSION

Topic: Street Light Banners Policy

Staff (Name & Title): Kathy Portner, Community Services Manager

Summary:

Staff will present options for developing a policy for the installation of street light banners and seek Council direction

Background, Analysis and Options:

The City of Grand Junction has entered into a Joint Use Agreement Regarding Street Light Poles Owned by Public Service Company of Colorado for the purpose of allowing Ornamental Pole Attachments (Banners). Street Light Pole Banners shall only convey non-commercial messages to welcome visitors, promote public events, festivals and activities, and identify districts and area attractions.

Prior to Xcel Energy prohibiting banners on light poles, the VCB managed a program for 6 years that installed banners along major corridors welcoming visitors and promoting events. At that time, the banners were installed by the Parks and Recreation Department. Under the new Joint Use Agreement, the banners must be installed by a qualified contractor meeting the requirement of Xcel Energy. The Agreement also provides specifications for the banner design and attachment.

The banners would be permitted through a process similar to the Special Events permits. The following general policies are proposed for the street light banner program:

- Banners shall only convey non-commercial messages to welcome visitors, promote public events, festivals and activities, and identify districts and area attractions.
- Banners requested by the VCB, Colorado Mesa University and Business Districts shall be given priority.
- Banners shall be allowed for a minimum of 30 days and a maximum of 90 days, with an option for renewal.
- Banners proposed on street light poles within Business Districts shall include review and recommendation by the Board of Directors of the District.
- Banners shall be allowed only on those Street Light Poles approved as part of the Joint Use Agreement Regarding Street Light Poles Owned by Public Service Company of Colorado and shall conform with the Banner Criteria for Attachment to all Streetlight Poles standards found in the agreement.

- The agency or group requesting the banner permit shall be responsible for the cost of installation and removal of the banners by a Contractor in accordance with the Agreement, including the cost of attachment hardware if none exists.
- Banners shall be maintained in good repair, including free from tears and fading, and shall remain firmly attached to the pole. The permit holder shall be responsible for removal of banners in disrepair.

In addition to the above policies, the City has a request from CMU for exclusive use of the street lights directly adjacent to campus on Orchard Avenue, 12th Street and North Avenue through an MOU, essentially creating a University District. That type of agreement could also be extended to the Business Districts, currently, Horizon Drive and Downtown, to govern banner placement and theme. Such an agreement would result in a uniform look in those areas, and provide certainty to those organizations making investment in the banners. The details of the MOUs would come before the City Council for approval. If exclusive use is considered, the VCB recommends that there be provisions to allow for the temporary placement of banners for special events.

Board or Committee Recommendation:

The Horizon Drive Business Improvement District has submitted a letter of support for the proposed policy. Input will also be sought from the VCB Board, the DDA/BID Board and the North Avenue Owners Association.

Financial Impact/Budget:

The cost of the banners, installation, and maintenance will be the responsibility of the agency or group requesting the banner permit.

Legal issues:

Legal will review any proposed MOUs.

Other issues:

No other issues.

Previously presented or discussed:

No

Attachments:

CMU Proposal for Around Campus
Horizon Drive Business Improvement District Letter of Support

AROUND CAMPUS

● PROPOSED LIGHT POSTS

Number and Type Unofficial Name

- 1 C Bergman Field One
- 2 C Bergman Field Two
- 3 C Orchard Pharmacy
- 4 C Community Medical Plaza
- 5 C Orchard Avenue Hall

- 6 A Walker Field
- 7 A Admissions
- 8 A University Center
- 9 A Lowell Heiny Hall
- 10 Moss One
- 11 A Moss Two
- 12 Moss Three
- 13 A Canyon Convenience
- 14 A Arby's
- 15 A El Tapatio
- 16 A KFC
- 17 A Jackson Hewitt
- 18 A Little Mavs
- 19 A Furniture Row



Type A Light Post





February 22, 2016

City Council
250 North Fifth Street
Grand Junction, Colorado 81501

Greetings, Mayor Norris and Council members:

The board of directors of the Horizon Drive Business Improvement District would like to thank Kathy Portner in Community Development and Kim Williams, CMU Executive Director of Marketing, for the work they have done to forge an agreement with Xcel Energy allowing banners on light poles within the city of Grand Junction. We realize the City policy is still being drafted that will outline the specifics of the program, but wanted to let Council know we support the plan to install banners on light poles along Horizon Drive.

CMU President Tim Foster estimates over 90% of the people who visit the campus exit I-70 at Horizon Drive and traverse this corridor on their way to the campus. Since 70% of the city's lodging facilities and numerous popular restaurants are contained within the District, CMU visitors have a significant impact on the District's economic vitality. Welcoming visitors with colorful banners that celebrate Grand Junction as a university town will be a nice addition to the "Gateway to Grand Junction."

Best regards,

Jay Moss
President

cc: Kim Williams

VISIT THE DISTRICT
WWW.HORIZONDRIVEDISTRICT.COM

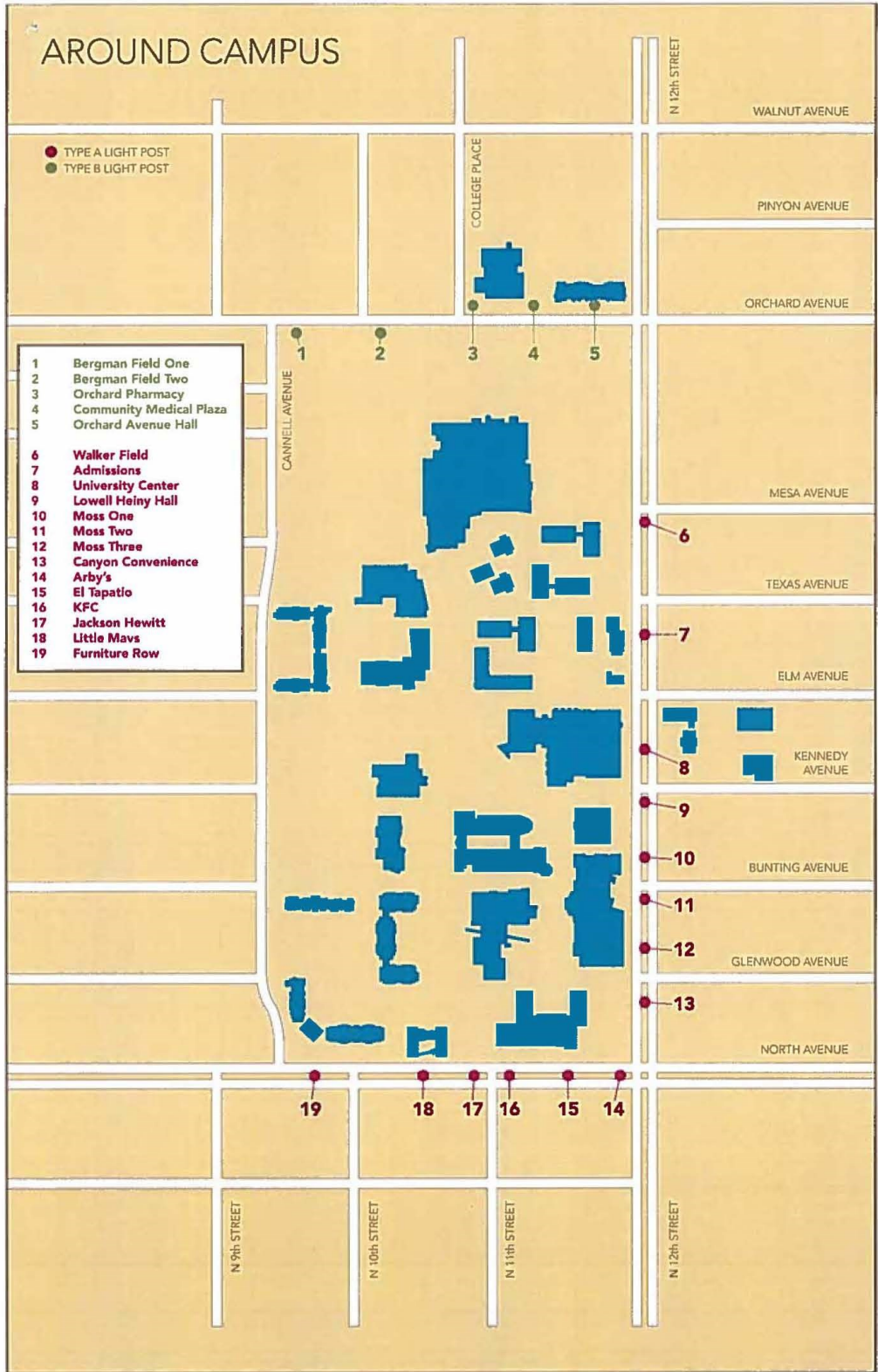
970.985.1833

2764 Compass Drive, Suite 205 Grand Junction, CO 81506

AROUND CAMPUS

- TYPE A LIGHT POST
- TYPE B LIGHT POST

- | | |
|----|-------------------------|
| 1 | Bergman Field One |
| 2 | Bergman Field Two |
| 3 | Orchard Pharmacy |
| 4 | Community Medical Plaza |
| 5 | Orchard Avenue Hall |
| 6 | Walker Field |
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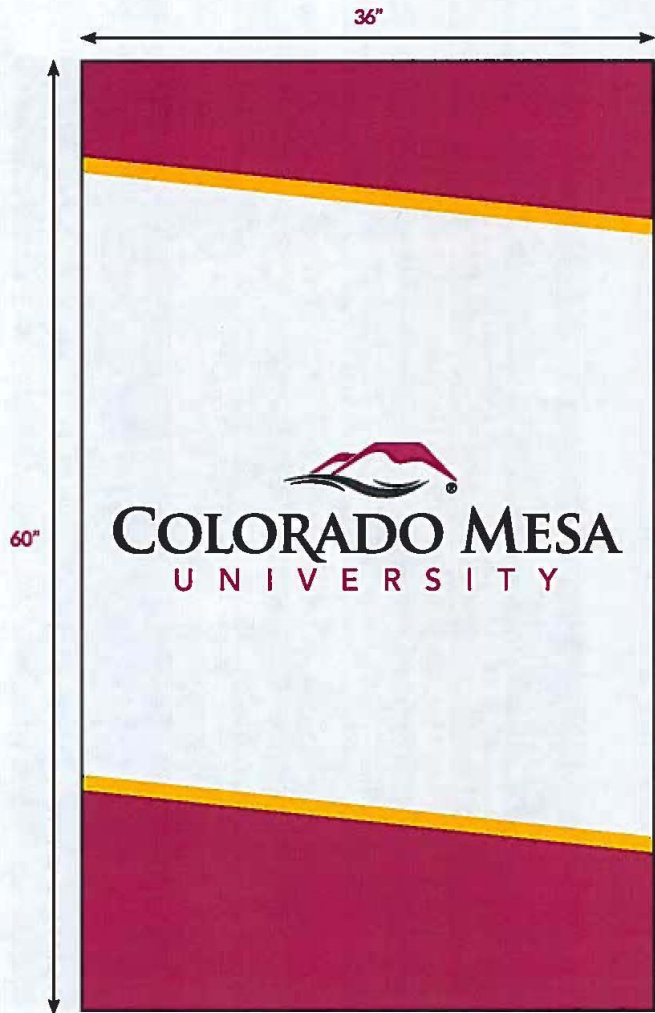
ACADEMIC BANNER



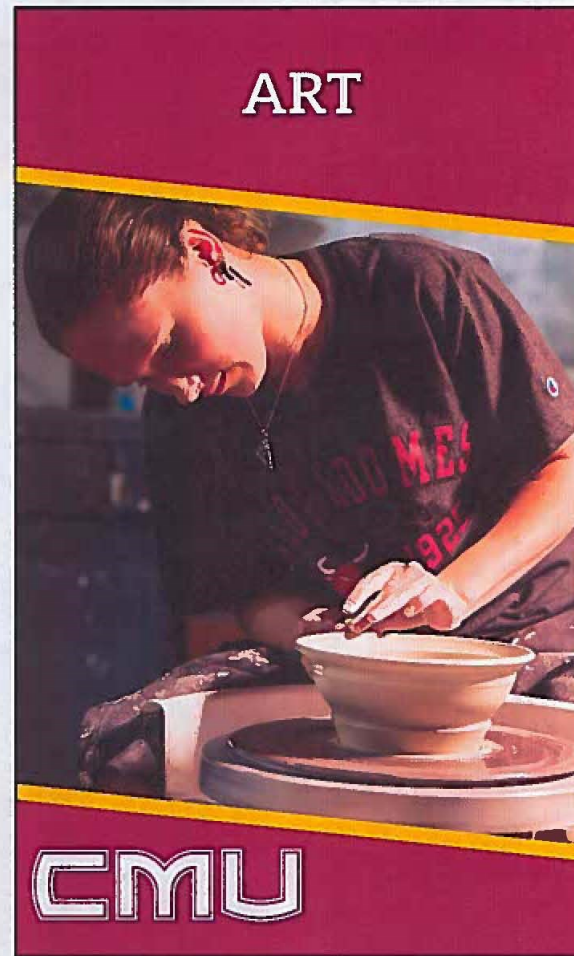
BACK

FRONT

ACADEMIC BANNER

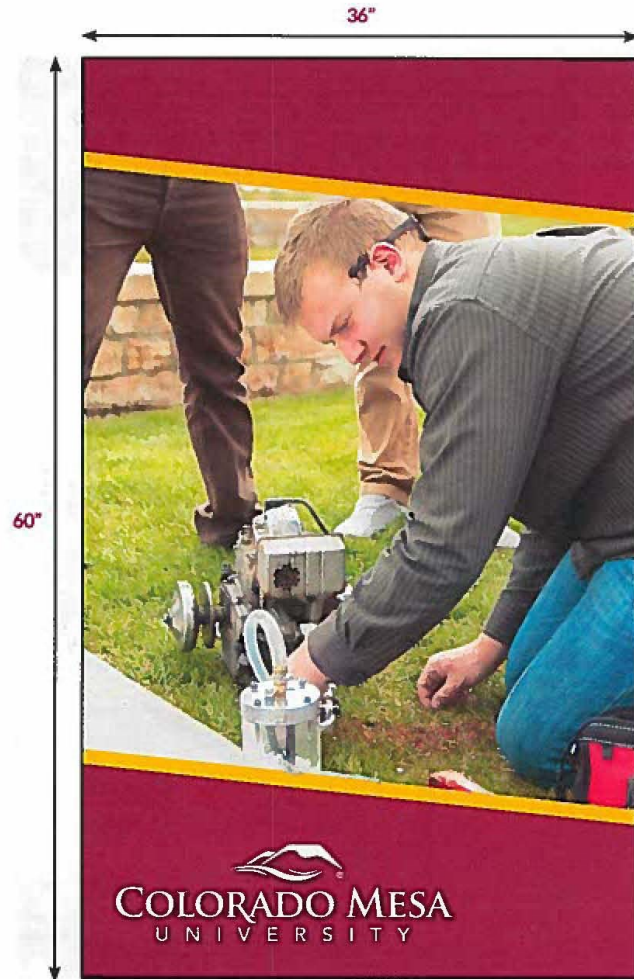


BACK



FRONT

EVENT BANNER



BACK



FRONT

EVENT BANNER



BACK

FRONT

Priorities

All construction and debt service costs are estimates for discussion purposes only.

Communication Center Funding-Current Operating Costs \$4.3 million

City of Grand Junction \$2.5 million
Mesa County \$1.2 million
Fruita & Lower Valley \$320k
Palsade PD & Fire \$110k
Clifton Fire \$94k
Other Entities (12) \$76k

Arena/TRCC Renovation-Annual Debt Service \$3.4 million

Arena \$46.5 million
TRCC Renovation \$16.56 million
Total Project \$62.15 million

North Area Fire Station

\$3 million construction
\$1.2 million annual operating costs

Recreation Center

Road Condition Maintenance

Economic Development Funding

Resources

*Based on 2016 budgeted revenues.
Any potential additional resources are estimated for discussion purposes only and do not include growth factors.*

City Resources Estimated Annual Increase

- Sales Tax .25% increase in rate = \$4 million
- Property Tax 1 mill increase = \$917 thousand
- City Lodging Tax 1% increase = \$468 thousand
- Future TABOR authorization after pay off of Parkway Debt = \$1.2 million (excess the first year after payoff is estimated at \$3 million)
- Repurposing of Parkway Debt Service from capital funds = \$3.8 million

County Resources Estimated Annual Increase

- Sales Tax .25% increase in rate = \$5.25 million
- Property Tax 1 mill increase = \$1.9 million
- County Wide Lodging Tax = \$140k in addition to City lodging

Elections Schedule

Presidential Elections: November 2016, 2020, 2024
City Elections: April 2017, 2019, 2021, 2023
County Coordinated Elections: November 2017, 2019, 2021, 2023
County General Elections: November 2018, 2022