



CITY OF CORONADO

CULTURAL ARTS COMMISSION STAFF REPORT

APPROVE THE RECOMMENDATION OF THE ORANGE AVENUE BANNER COMMITTEE TO INSTALL NONPROFIT BANNERS FOR THREE DIFFERENT SERIES FROM MARCH 17 THROUGH NOVEMBER 24, 2025 AND SEND RECOMMENDATION TO CITY COUNCIL FOR FINAL APPROVAL.

RECOMMENDATION:

Approve the recommended designs and installation locations and schedules for nonprofit organizational banners on the light poles on the Orange Avenue median from First Street through Avenida De Las Arenas for three series: March 17 through May 23, June 1 through August 25 and September 1 through November 24, 2025 and send to City Council for final approval.

BACKGROUND:

A Cultural Arts Commission (CAC) goal is to encourage the use of public spaces for public art and venues for art and cultural events. Banners installed in the Orange Avenue Corridor are an effective way of accomplishing this goal. They provide a vibrant and strong visual presence and activate the main thoroughfare through Coronado. Banners add vitality and color to the cityscape and promote the community. Coronado's 2018 National Citizen Satisfaction Survey indicated 79% of citizens responding to the survey approve of the year-round display of banners on Orange Avenue.

At its July 17, 2018, meeting, the City Council approved an update to the Orange Avenue Banner Program. The updated program offers the opportunity to Coronado nonprofits to apply to display banners on Orange Avenue.

The city advertised the nonprofit banner program opportunity for local nonprofits beginning in November 2024 and the program standards, guidelines and application are posted on CoronadoArts.com, and available at City Hall. The program was publicized through the local papers, the City Manager's Weekly Update, social media, and the City's website. The 2025 application deadline was January 12, 2025.

ANALYSIS:

Twelve local nonprofit organizations applications were submitted by the following organizations: Coronado Art Association, Coronado Chamber of Commerce, Coronado Community Foundation (CCF), Coronado Island Film Festival (CIFF), Coronado Junior Arts League (CJAL), Coronado Mainstreet, Coronado Optimist Club, Coronado Promenade Concerts, SAFE Harbor Coronado, Coronado Schools Foundation (CSF), FOCUS – Friends of Children United Society and the Rotary Club of Coronado.

Seven applicants have never had banners on Orange Avenue – CCF, CJAL, Promenade Concerts, Mainstreet, Optimists, Rotary, CSF. Two organizations are marking major milestones with Coronado Rotary celebrating 100 Years since its founding and

Promenade Concerts is celebrating its 55th year of concerts in Spreckels Park. The Chamber of Commerce and Coronado Schools Foundation are planning the Coronado Art and Wine Festival, and it is sponsored by Discover Coronado. The Committee strongly supports banners for this event as the Orange Avenue banner funding is funded by Discover Coronado.

The review of applications was done by a four-member committee comprised of two members of the Cultural Arts Commission, and two community volunteers/artists who have served previously on the review committee. Based on design, event significance and timing, the committee recommends utilizing all 12 applications over the next three series as follows:

March 17 – May 23, 2025			
Organization	# of Designs	# of Poles	Location Notes
Coronado Chamber of Commerce	3	6	Downtown Business Area
Coronado Junior Arts League	1	4	Near Community Center
Coronado Mainstreet	3	6	Downtown Business Area
Coronado Optimist Club	3	6	Interspersed
SAFE Harbor	1	2	Interspersed
FOCUS	3	6	Interspersed
		30 total	

June 1 – August 25, 2025			
Organization	# of Designs	# of Poles	Location Notes
Fourth of July/Patriotic	4	20	Alternating
Promenade Concerts – 55	1	5	Alternating
Coronado Art Association	1	5	Alternating
		30 total	

September 1 – November 24, 2025			
Organization	# of Designs	# of Poles	Location Notes
Coronado Community Foundation	2	6	Interspersed
Coronado Island Film Festival	5	10	In front of Village Theatre
Rotary Club of Coronado	2	6	Interspersed
SAFE Harbor	1	2	Interspersed
Coronado Schools Foundation	2	6	Interspersed
		30 total	

FISCAL IMPACT:

There is no direct cost to the city for the banner program (production and installation costs) for this banner series. A FY2024 -25 Discover Coronado grant funds the city banner program. All organizations provide at their cost the artwork for their banner(s).

ALTERNATIVE:

The Commission could choose not to approve this recommendation and provide different direction to staff or City Council.

CALIFORNIA ENVIRONMENTAL QUALITY ACT:

Does not apply.

PUBLIC NOTICE:

Notice of Review by Cultural Arts was published in the February 6, 2025, CAC Regular Meeting Agenda.

ATTACHMENTS:

1. Artwork for Banners
2. Installation Maps

Submitted By: City Manager's Office: Cultural Arts / submitted by Kelly Purvis