



# CITY OF CORONADO

## CITY COUNCIL STAFF REPORT

August 15, 2023

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**APPROVE THE RECOMMENDATION OF THE CULTURAL ARTS COMMISSION TO INSTALL TEN BANNERS FOR EACH OF THE FOLLOWING NONPROFIT ORGANIZATIONS: CORONADO ISLAND FILM FESTIVAL, CORONADO SAFE HARBOR, AND CORONADO CHAMBER OF COMMERCE/DISCOVER CORONADO ON THE ORANGE AVENUE CORRIDOR STREET LIGHT POLES SEPTEMBER 15 THROUGH NOVEMBER 24**

**RECOMMENDATION:**

Approve the recommended designs and installation schedule for banners on the Orange Avenue median from First Street through Avenida De Las Arenas from September 15 through November 24.

**BACKGROUND:**

A Cultural Arts Commission (CAC) goal is to encourage the use of public spaces for public art and provide 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 during two of the five regularly scheduled series each year. Those series open to nonprofits are mid-September through late November (Series II) or January through March (Series IV).

The City advertises opportunities for local nonprofits to participate in the banner program along with applicable standards, guidelines, and application which are posted on CoronadoArts.com and made available at City Hall. The program is publicized through the local papers, the City Manager's Weekly Update, social media, and the City's website. The deadline for nonprofits to apply was June 23, 2023, with a total of eight organizations submitting applications.

The Cultural Arts Commission reviewed the recommendation of the banner committee, established by the Cultural Arts Commission. The initial review of applications was done by a five-member banner committee comprised of a representative from Coronado Main Street, the Coronado Chamber of Commerce, the Chair of the Cultural Arts Commission, the Cultural Arts Commission Visual Arts Commissioner, and a volunteer from the Public Art Program. This year the Chamber of Commerce applied for consideration. As a result, a former Cultural Arts Commissioner served in place of the Chamber of Commerce representative to ensure impartiality.

**ANALYSIS:**

At their July 20, 2023, Special Meeting the Commission unanimously supported the recommendation of the Orange Avenue Banner committee to approve banner designs submitted by three organizations for display from September 15 through November 24 series. The

recommendation is to award ten banners to each group. Coronado Island Film Festival (CIFF) will be hosting its eighth film festival this fall during the banner display period. Coronado SAFE Harbor is celebrating its 25<sup>th</sup> Anniversary serving Coronado residents and the Coronado Chamber of Commerce along with Discover Coronado has launched a new program to encourage residents and visitors to “Wonder all Around.”

A proposed installation map would place each banner group in a segment of the Orange Avenue Corridor with the CIFF banners closest to the Coronado Village Theatre, the John D. Spreckels Center, and the Coronado Library due to the proximity of the CIFF festival locations. The Chamber of Commerce/Discover Coronado and Coronado SAFE Harbor would alternate through the remaining available poles starting at First and Orange Avenue and ending at Avenida de las Arenas (Attachment 2).

**FISCAL IMPACT:**

There is no direct cost to the City for the banner program (production and installation costs) for this banner series. A Fiscal Year 2023-24 Discover Coronado grant of \$20,000 pays for the City banner program. The nonprofits pay for the graphic design of the proposed banners and provide camera ready art for production.

**ALTERNATIVE:**

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

**CALIFORNIA ENVIRONMENTAL QUALITY ACT:**

The proposed action is exempt pursuant to Section 15061(b) (3) of the state CEQA Guidelines.

**PUBLIC NOTICE:**

No notice required.

**ATTACHMENTS:**

1. Recommended Banner Designs
2. Series II Proposed Installation Map

Submitted By: City Manager's Office / Kelly Purvis