



## CITY COUNCIL WORK SESSION MEETING

<b>AGENDA SECTION</b>	WORK SESSION
<b>MEETING DATE</b>	FEBRUARY 2, 2026

<b>ITEM:</b>	<b>Banners Along Central Ave NE/37th Ave NE/37th Place NE. (15 Minutes)</b>	
<i>Presented by Will Rottler, Communications &amp; Engagement Coordinator</i>		
<b>DEPARTMENT:</b> Administration	<b>BY/DATE:</b> Will Rottler /January 28, 2026	
<b>CORE CITY STRATEGIES:</b> <i>(please indicate areas that apply by adding an "X" in front of the selected text below)</i>		
<input checked="" type="checkbox"/> Community that Grows with Purpose and Equity	<input type="checkbox"/> Engaged, Effective and Forward-Thinking	
<input checked="" type="checkbox"/> High Quality Public Spaces	<input type="checkbox"/> Resilient and Prosperous Economy	
<input type="checkbox"/> Safe, Accessible and Built for Everyone	<input checked="" type="checkbox"/> Inclusive and Connected Community	

### BACKGROUND

In December 2025, Councilmember Buesgens reached out to Staff to look into the possibility of hanging banners along the stretch of 37th Ave NE from Central Ave NE to Stinson Blvd NE and 37<sup>th</sup> Place NE.

### SUMMARY OF CURRENT STATUS

Through the Public Works Department, the Senior Sign and Signal Technician places banners along Central Ave NE ranging from the banners for the City’s centennial in 2021 to iconic poster images. Along with the City banners, the Columbia Heights-Fridley Kiwanis Club has sold banners over the past few years as a fundraiser to honor veteran hometown heroes.

In addition to Central Ave NE, light poles with banner mounts were installed with the completion of the reconstruction of 37th Ave NE and 37th Place NE. The light poles are similar to those north of 47th Ave NE on Central Ave NE. Since the completion of 37th Ave NE and 37th Ave NE, Staff have not hung banners on those light poles.

Staff would like to note that the process to hang banners in the City is time consuming and tricky due to the nature of the work along the busy roadways. Banners are typically hung in the spring and removed in the fall. Hanging banners multiple times during the year is difficult to complete.

### STAFF RECOMMENDATION

Staff support the idea of having official guidance regarding a banner program whether it is for internal use or external community groups within the City. Staff also believe this is a fantastic opportunity to enhance the roadways in the City with additional public art. With the redevelopment of Central Ave NE, there is a potential of new light poles and banner mounts.

**Requested Council Action/ Discussion Topics / Key Questions**

Staff are seeking feedback and guidance from the City Council regarding the design/placement of banners along Central Ave NE, 37th Ave NE, and 37th Place NE. Along with the City banners, Staff would like direction regarding the Columbia Heights-Fridley Kiwanis Club banner program, and any other banner program a different community group would like to start.

**ATTACHMENT(S)**

- N/A