



**City of Grass Valley
City Council
Agenda Action Sheet**

Title: Adoption of the City Banner Program Policy - East Main St

CEQA: Not a project

Recommendation: That the Council adopt the City Banner Program Policy establishing a structured process for organizations to partner with the City to display banners along East Main Street, and authorize the City Manager, or designee, to make non-substantive administrative updates to the policy as needed, consistent with the intent of the program.

Prepared by: Taylor Whittingslow, Deputy City Manager

Council Meeting Date: 2/10/2026

Date Prepared: 2/5/2026

Agenda: Consent

Background Information: The City Banner Program provides an opportunity for local organizations to partner with the City to display banners celebrating the community, achievements, history, education, arts, and sports along East Main Street between Bennett Street and South Auburn Street. The program enhances the downtown streetscape while maintaining City oversight, design consistency, and neutrality.

The City periodically receives requests from organizations seeking to display banners in the downtown corridor. This policy establishes a clear, transparent framework for evaluating banner requests while protecting the visual character of downtown.

Seven banner locations are available along East Main Street. Each location accommodates one double-sided banner. Placement and rotation schedules are determined by City staff. Banners must be 24 inches by 48 inches, vertically oriented, family-friendly, and suitable for public display. Final designs are subject to City approval. Applications are reviewed by City staff and two City Council members. Final approval and scheduling remain with the City. The City Manager or designee may make non-substantive administrative updates. Substantive changes require City Council approval.

Council Goals/Objectives: This item executes portions of work tasks toward achieving/maintaining High Performance Government and Quality Service.

Fiscal Impact: N/A. **Funds Available:** N/A **Account #:** N/A

Reviewed by: ___ City Manager **Attachments:** City Banner Policy