

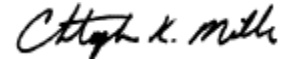
REQUEST FOR COUNCIL ACTION

Date: 05/09/11
Item No.: 12 . g

Department Approval



Acting City Manager Approval



Item Description: Approval of “LivingSmarter” Banner Locations

BACKGROUND

Approximately three years ago in June 2008, the Roseville City Council approved the Roseville Visitors Association request to place “Welcome to Roseville” banners along portions of Larpenteur Avenue and County Road B-2 adjacent to Rosedale. The Visitors Association has elected at this time to not continue the use of the banners. The Roseville Housing and Redevelopment Authority (RHRA) would like to request taking over those preapproved banner locations and in addition add banners to City Hall Campus as part of the “Living Smarter” campaign. The RHRA staff has worked with Public Works staff regarding the identified locations. See attached maps for locations.

Roseville Public Works staff will install the banners as time and work flow permit with the intent to have them installed by the Rose Parade, June 27, 2011. It is anticipated that each installation is valued at \$75-\$100 for staff time but there will be no direct “out of pocket expense for the City”, with that, the Public Works Department will be providing up to \$1,800-\$2,400 in in-kind contribution for the installation. The cost for the banners and banner mounting brackets was budgeted for as part of the “Living Smarter” marketing campaign by the RHRA.

POLICY OBJECTIVE

Public Works Staff has worked with the RHRA and their consultant on sizing the banners appropriate to the pole height and proximity to the street and sidewalks. Along with getting quality banner brackets that can be used for future banners. The banners, if approved, are anticipated to be installed before June 27th this year for the Rose Parade.

FINANCIAL IMPACTS

The only cost to the city is the in-kind contribution for installation of the hardware on the light poles and attaching the banners.

STAFF RECOMMENDATION

Staff recommends approval of locations as shown on the attached map for installation of “Living Smarter” banners provided by the RHRA.

REQUESTED COUNCIL ACTION

Council Approval of “Living Smarter” banner locations on Larpenteur Avenue, County Road B-2 and around City Hall Campus as shown on attached location maps.

Prepared by: **Jeanne Kelsey, Housing Program Manager**

Attachments: A: Banner Examples
 B: Banner Location Maps

Street Banner Displays in Roseville

brief

overview:

The "Living Smarter" campaign has been developed by the Roseville Housing & Redevelopment Authority to provide residents as well as those looking to move into a community with resources that not only will help them protect our environment, but save money in the process as well.

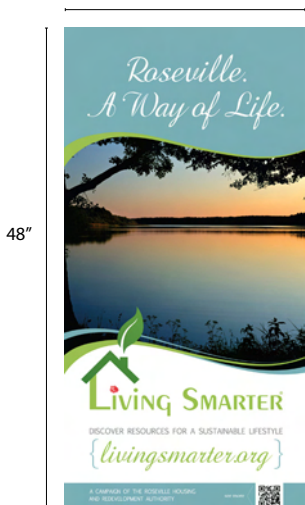
As the campaign continues to strengthen its impact within the Roseville community and across the metro, the Authority is proposing placing street banners to reinforce the campaign's local outreach and induce residents to use the resources available through www.livingsmarter.org.

A range of interchangeable street banners are proposed in the following quantities, sizes and areas.

banner features:

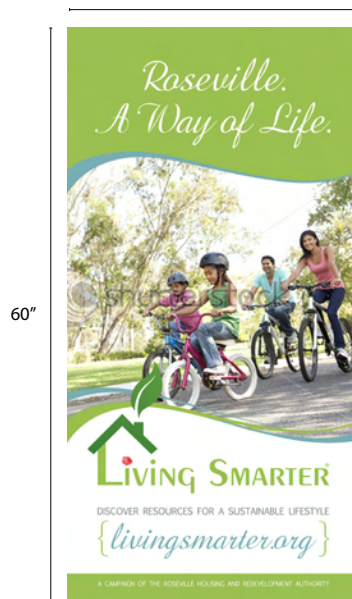
DESIGN A - 24" x 48"

24"



DESIGN B - 30" x 60"

30"



Colors of the header and footer will interchange between banners as shown on the right.

Each banner footer will incorporate QR code for linking to the "Living Smarter" Web site with a mobile

banner concepts:

5 banners - 24" x 48" banners on County Rd B2



banner 1



banner 2



banner 3



banner 1



banner 2

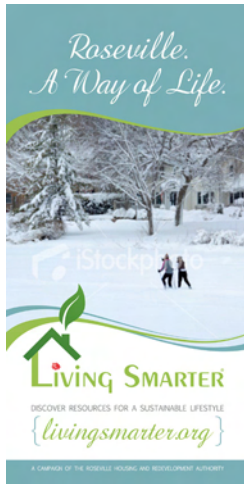
Street Banner Displays in Roseville brief

banner concepts:

8 - 24" x 48" banners on City Hall Campus



banner 1



banner 2



banner 3



banner 4



banner 5



banner 6



banner 7



banner 8

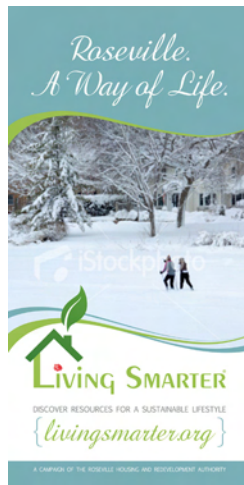
Street Banner Displays in Roseville brief

banner concepts:

9 - 30" x 60" banners on Larpenteur



banner 1



banner 2



banner 3



banner 4



banner 5



banner 6



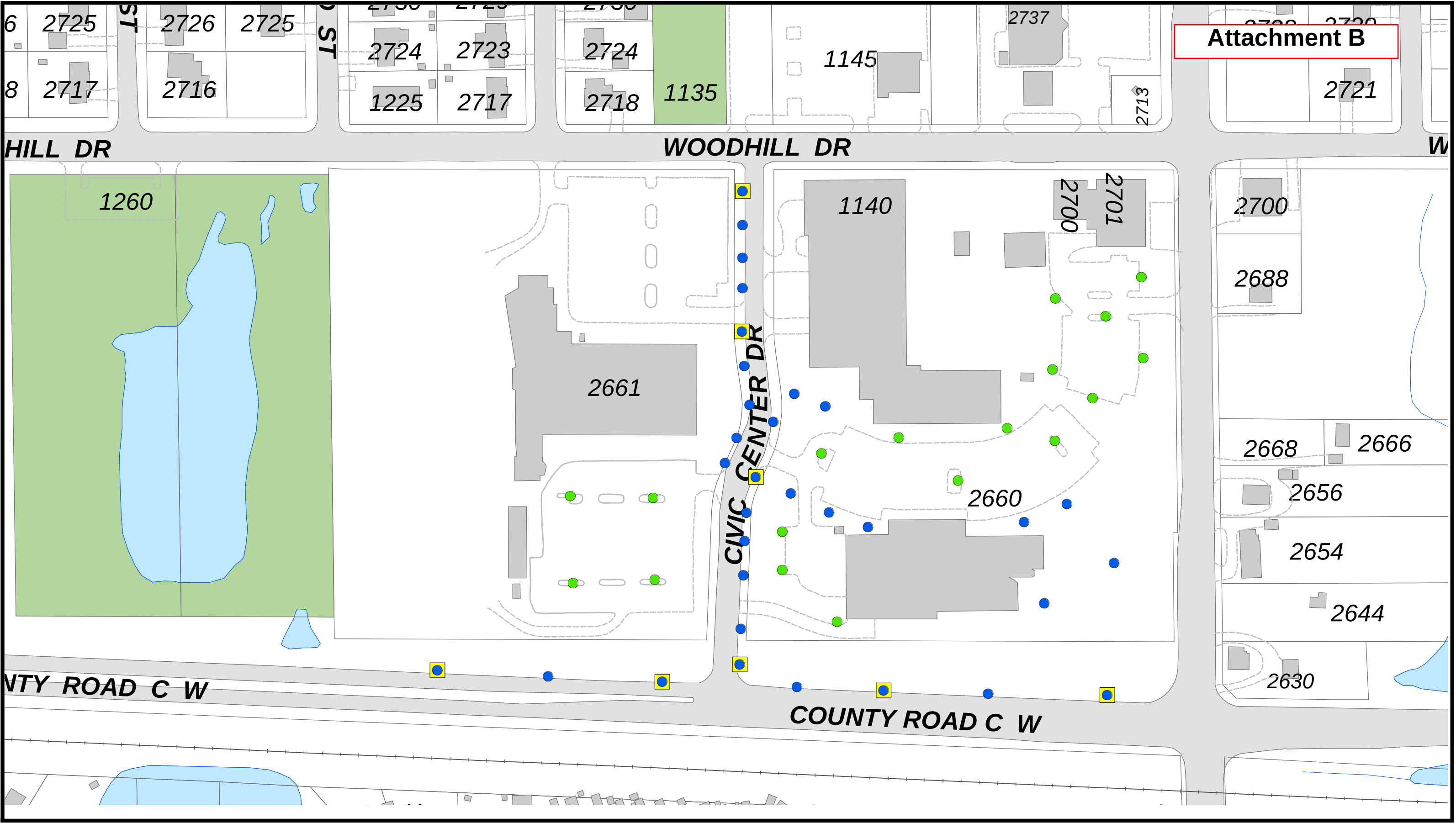
banner 7



banner 8



banner 9



Proposed Smarter Living Banner Locations



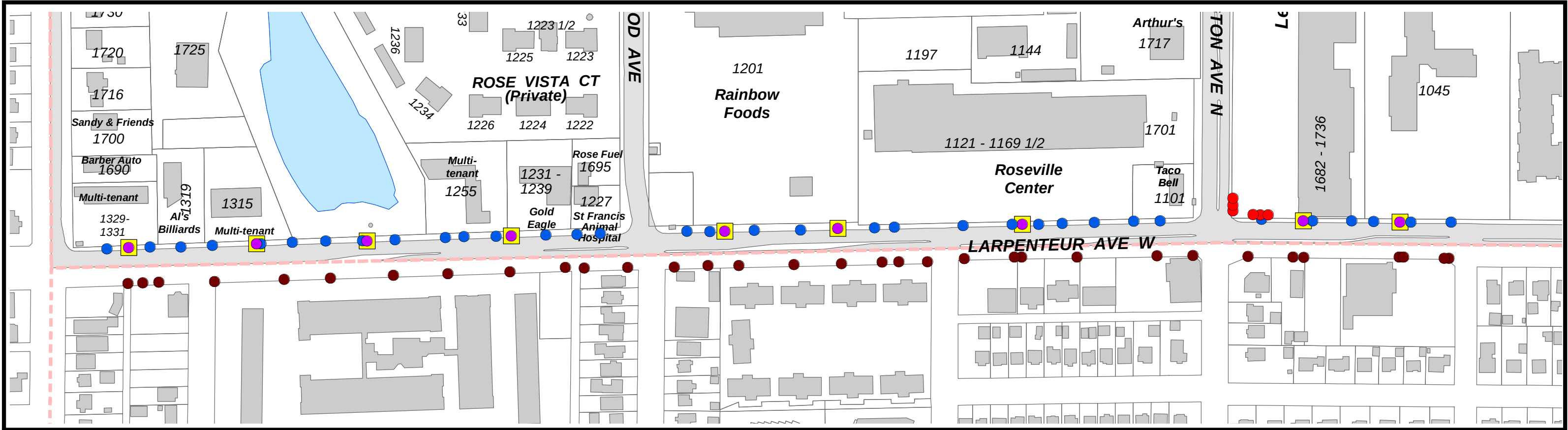
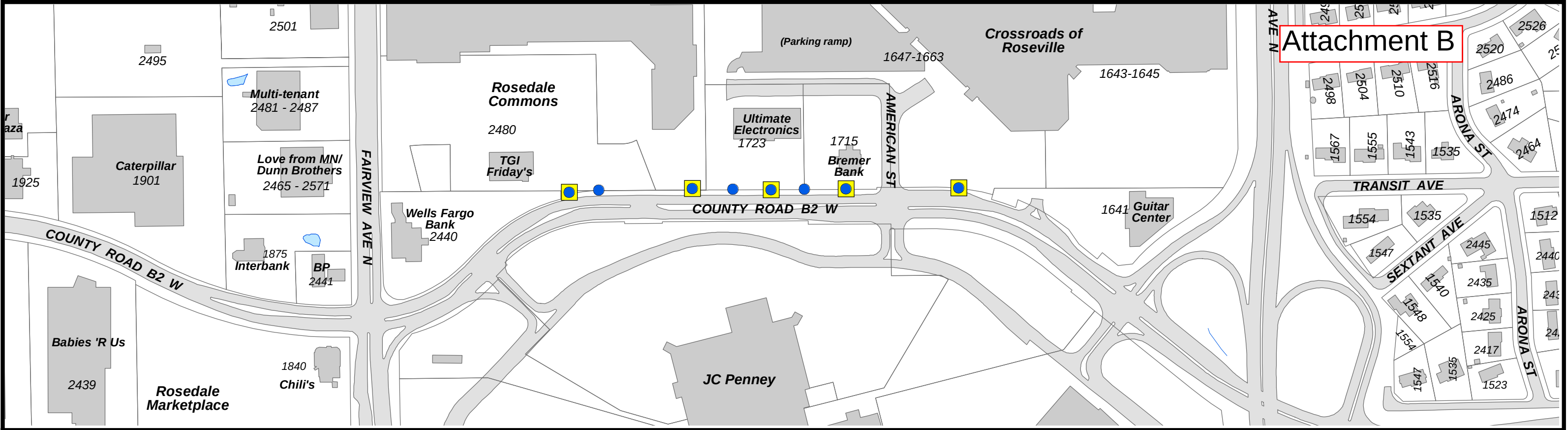
Prepared by:
Engineering Department
May 3, 2011

- Proposed Banner Location (8 total)
- Pedestrian Lights
- Parking Lights

Data Sources and Contacts:
* Ramsey County GIS Base Map (4/04/11)
* City of Roseville Engineering Department
For further information regarding the contents of this map contact:
City of Roseville, Engineering Department,
2660 Civic Center Drive, Roseville MN
DISCLAIMER:
This map is neither a legally recorded map nor a survey and is not intended to be used as one. This map is a compilation of records, information and data located in various city, county, state and federal offices and other sources regarding the area shown, and is to be used for reference purposes only. The City does not warrant that the Geographic Information System (GIS) Data used to prepare this map are error free, and the City does not represent that the GIS Data can be used for navigational, tracking or any other purpose requiring exacting measurement of distance or direction or precision in the depiction of geographic features. If errors or discrepancies are found please contact 651-792-0775. The preceding disclaimer is provided pursuant to Minnesota Statutes §466.03, Subd. 21 (2000), and the user of this map acknowledges that the City shall not be liable for any damages, and expressly waives all claims, and agrees to defend, indemnify, and hold harmless the City from any and all claims brought by User, its employees or agents, or third parties which arise out of the user's access or use of data provided.



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map: SmarterLivingProposedBanners.pdf



RVA Existing Banner Locations



Prepared by:
Engineering Department
May 3, 2011

- Banner Location (14 total)
- Street Lights
- Pedestrian Lights
- Parking Lights
- Monument Lights
- St. Paul Lights

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mapdoc: CityOwnedStreetlightExistingBanners.mxd
map: CityOwnedStreetlightExistingBanners.pdf

