



Staff Report

Subject: Street Banners on Holloway/Kehrs Mill

Department/Program: Administration

Explanation:

Last fall I was contacted by an Alderman regarding some empty brackets on various light poles along Holloway and Kehrs Mill roads. After looking into the matter, I learned that those brackets were once used to display banners by the City along those roadways. I am not sure why that program was discontinued at some point, but given that the brackets are already there it seems like a good opportunity to place some decorative banners along the roadway to help promote the City.

In recent years Ameren has required cities to enter into a Pole Use License Agreement with Ameren to have access to place street banners on poles owned by Ameren. I contacted Ameren and provided them with the needed information. There is no cost to entering into this agreement, but it helps Ameren ensure that the poles being used are structurally sound and appropriate to hang banners on. In early February Ameren approved the agreement for all of the poles where the brackets are currently placed. They noted in their review that a number of poles on Holloway in front of the golf course and North Pointe are owned by the City, and therefore we have complete control over whether or not to place banners on those poles.

Kennedy has done some mockups of possible banner designs, which are attached to this report. These banners could be used to promote the golf course and North Pointe given their proximity, and also could be used as general decorative banners to promote the City similar to the banners in the medians on Manchester Road. I would recommend a combination of both.

It would cost about \$2,000 to order 20 banners. If the banners were well received more could be ordered in future years and/or different designs could be rotated in. In addition, banners could be placed elsewhere in the City, such as on New Ballwin Road. Conversely, if the Board does not wish to move forward with banners, staff can remove the brackets currently on the poles as they are fairly unattractive by themselves.

Recommendation:

Make a motion to move forward with the purchase and placement of street banners on the light poles along Holloway and Kehrs Mill roads.

Submitted By: Eric Sterman

Date: 3/17/21