

COMMUNITY DEVELOPMENT

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MEMO

To: Park, Recreation and Forestry Board

From: Jennifer Andrews, Community Development Director

Date: September 9, 2016

Re: Riverwalk Banners

The city has engaged in a branding campaign focused on downtown. The city has been working with businesses and property owners to incorporate the brand in events and every day life downtown. Thousands of T-shirts, farmer's market bags and other goods are being distributed to visitors to downtown and employees. This work downtown has created a positive synergy of cooperation and marketing. The City is taking the next step in the plan, the placement of street banners throughout downtown.

The City's adopted Central City Master Plan identifies unique districts downtown. These banners will include references to those districts/areas. One of the areas specifically identified is the Riverwalk District. As we talked to stakeholders, those with businesses along the riverwalk really desired to be associated/identified with the Riverwalk district.

The Community Development Department is requesting that light poles along the riverwalk from Barstow to West Ave. have banners with the new downtown brand on them. Below is a map of the area in question and the design of the banner. The department and businesses along these blocks respectfully request your approval of this plan.

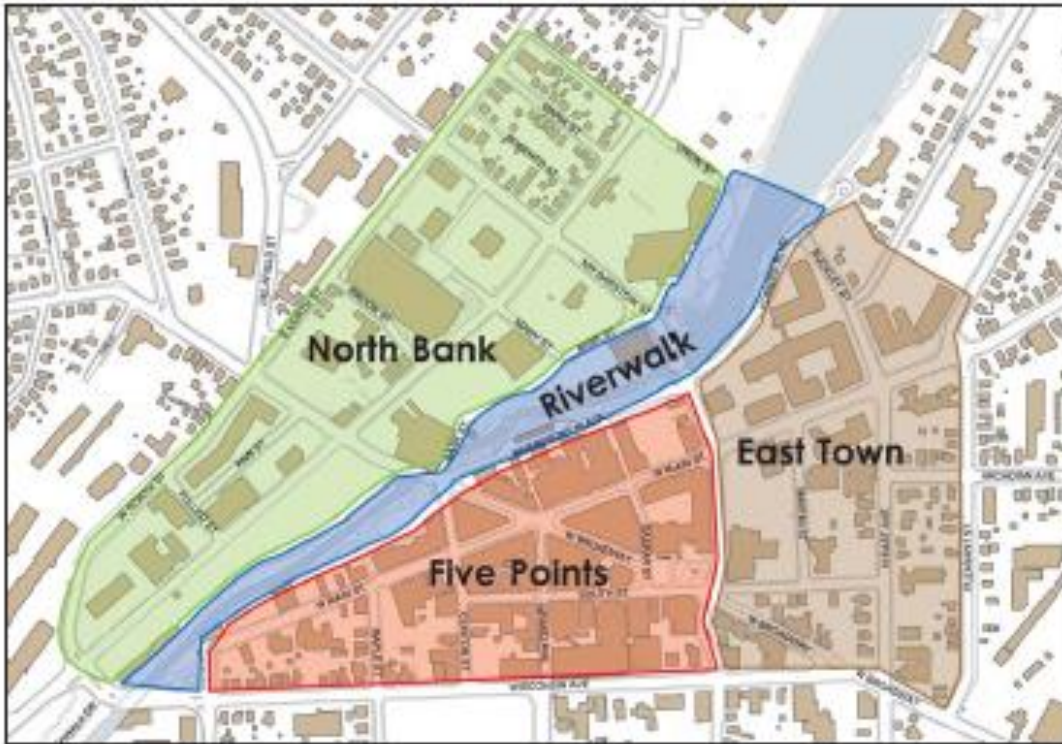
Riverwalk banner design



Map of area



District Map



Design of Other Banners

