



## PBIA Advisory Board

### PBIA Public Art Investment - Street Banners

**Agenda Date:** 2/6/2019  
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#### **Title**

PBIA Public Art Investment - Street Banners

#### **Recommended Action**

Move to discuss the current status of the PBIA's proposed Public Art Investment

#### **Report**

##### **Issue:**

Receive the report on the progress of Downtown hanging banners project.

#### **Staff Contact:**

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

#### **Presenter(s):**

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

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#### **Background and Analysis:**

As part of Olympia's Downtown Strategy, Character Areas were identified as a defining element that helps to create and increase community vibrancy. The purchase of downtown banners promoting the City's character areas has been agreed upon by the PBIA Board as an investment for the PBIA which furthers the City's goal of community cohesion and downtown vibrancy. After presenting this concept to the PBIA Board in May of 2018, staff has worked closely with the City Communications department to define appropriate image and messaging components for the proposed investment. The PBIA board has been given the opportunity to help narrow the selection of available images that meet the brand identity and City standards for the banners.

#### **Neighborhood/Community Interests (if known):**

The downtown business and residential community has expressed support in the past for downtown banners.

#### **Options:**

1. Review and approve the proposed banner designs for implementation within the five designated character areas of Downtown
2. Do not approve proposed banner designs and locations and recommend other Public Art Investment options
3. Do Nothing

**Financial Impact:**

The PBIA board has estimated an expenditure of between 10k and 30k for a public art investment to be made using previously approved unspent funds.

**Attachments:**

(Attachment #1) Mounting hardware for banners has been purchased and is ready to deploy to selected banner locations