

**To the Mayor and Members of the City Council****August 4, 2020**

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SUBJECT: STREET GRAPHICS

The purpose of this informal report is to provide information on a proposed Street Graphics Policy, in response to requests from community members and Council members. This policy would complement the Traffic Control Wrap Projects Policy adopted by the City Council in 2015 (M&C G-18619).

Street Graphics Pilot Project

In June of 2020, the City received requests from community members to use City streets for painting messages and expressions. The pilot project request, as a response to current events, was to paint "End Racism Now" on Main Street between 8th Street and 9th Street. The applicant submitted a Temporary Street Use Permit Application for Non-Construction, a detailed map, and a Certificate of Liability Insurance. Staff approved the street use permit to allow painting to occur June 26 to 28.

To date, the pilot project has not interfered with the operation of the roadway, and staff has not received any concerns or noticed any safety issues. The project attracted positive network media attention and was even aired on the BBC Network. This location has worked well because Main Street is a two-lane roadway, the graphics were limited to one block, and the traffic volumes are relatively low. Overall, stakeholders believe the pilot project has been a success and staff concurs. Since the installation on Main Street, the City has received additional requests to use other streets for messaging and expression, necessitating the creation of a policy to address issues related to using City streets in such a manner.

Street Graphics Policy

The Transportation and Public Works Department is working with the Law Department to prepare a Street Graphics Policy for City Council consideration. The policy would include:

- Parameters for location eligibility, including streets with a speed limit of 30 mph or less or otherwise meeting safety requirements
- Community support requirement
- Application requirements, including proposed graphic design, traffic safety plan, and insurance and indemnification
- Review procedures including approval by the City Traffic Engineer
- Required use of water-based paint and applicant removal of graphics after six months or at the City's discretion
- One of three options for words based on direction from the City Council:
 1. Allow words but disallow names of persons, organizations, corporations, professions, and governmental entities and functions
 2. Only allow words for neighborhood and place names
 3. Disallow words

Unless directed otherwise, staff will bring forward a policy for City Council action on August 11. For any questions, please contact Tanya Brooks, TPW Assistant Director, at 817-392-7861.

David Cooke
City Manager