

CITY OF NORTHFIELD, MN
CITY COUNCIL RESOLUTION 2019-????
APPROVING REVISION OF THE BANNER POLICY TO ADD
A NEW BANNER TYPE, “ARTISTIC GATEWAY BANNER: YEAR-ROUND”

WHEREAS, The 2012 Northfield Gateway Corridor Improvement Plan advised creating a strong sense of arrival to the community that informs visitors that they have entered into the City of Northfield, enhancing the vehicular and pedestrian’s experience in the corridors using streetscape features, and adding gateway aesthetic treatments including public art; and

WHEREAS, Tourism strategies included in the Northfield Strategic Plan 2018-2020, adopted in 2018, includes identifying partners emphasizing recreation, arts and culture; improving gateway nodes along the Highway 3 Gateway Corridor using arts, culture and recreation; and identifying targets that increase tourism emphasizing recreation, arts, and culture, and

WHEREAS, The strategies for implementing the 2019-2024 City of Northfield Cultural Plan adopted in 2019, include using public art to signify and designate a sense of place, and targeting primary gateway nodes in placemaking; and

WHEREAS, The city adopted a Banner Policy on October 2, 2018 to add color and excitement to the streetscape and create a sense of place, and authorized the existing five types of rotating banners (Holiday, Standard, Defeat of Jesse James, St. Olaf College and Carleton College); the policy also included a process for approval by the Northfield City Council of an additional type, “artistic banners”; and

WHEREAS, The funding for the design and manufacture of the additional banner type, to be known as the “Artistic Gateway Banner: Year-Round”, will be provided by private donations and community organizations; and

WHEREAS, a new type, one that is displayed continuously, has been identified as a need for identification of particular areas outside the downtown business area that could also augment other elements to notify visitors that they have entered into the City and/or lead them into the downtown business area; and

WHEREAS, The City of Northfield approved the “Art in Public Places” as a Council Policy of the City in 2017 that includes guidelines and review procedures for approval of the final banner design; and

NOW, THEREFORE, BE IT RESOLVED, BY THE MAYOR AND CITY COUNCIL THAT:
The City Council hereby approves the proposed revision to the Banner Policy to include an additional banner type, “Artistic Gateway Banner: Year-Round” to be installed on poles on public property displayed year-round along streets/highways in support of City goals and strategies, and in compliance with the policy outlined in Banner Policy 1.01 (D).