



## Legislation Text

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**File #:** Res. 2023-040, **Version:** 1

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**City Council Meeting Date:** May 2, 2023

**To:** Mayor and City Council  
City Administrator

**From:** Reeve Needham, Assistant City Planner  
Natalie Draper, Library Director

Consider amendment of Public Works Policy 9.01 - Banners to include a new banner type, “Hispanic Heritage.”

**Action Requested:**

The Northfield City Council consider approving the attached Resolution amending the Banner Policy to include the addition of a seventh banner type.

**Summary Report:**

The Northfield City Council approved the Banner Policy in 2018, which was later amended in 2019. This policy regulates the general timetable for banner change-outs, the main types of existing banners, which agency or organization is responsible for financing the putting up and taking down of each banner type, and who is responsible for replacement costs of each banner type in the event that a banner has become worn or damaged.

The policy also outlines the steps to be taken in the event that a substantive change is made to the design of an existing banner, including a review and recommendation by an ad hoc Public Art Review Committee; design approval by the Arts and Culture Commission; and a two week public review and comment period.

The policy also specifies that if any new types of banners are proposed to be hung on public property in Northfield that approval for the new banner type must be secured from the City Council. Council does not approve the banner design; only the approval of an addition of a banner type.

Currently there are six approved banner types:

- Defeat of Jesse James banners
- Historic Northfield banners (up for the largest part of the year)
- Winter Walk banners
- Welcome Carleton College banners
- Welcome St. Olaf banners
- Artistic Gateway banners

These banners change seasonally throughout the year on a predictable schedule.

The Friends of Downtown Northfield have offered to pay for a new banner type celebrating Hispanic Heritage, and staff are now proposing that the Banner Policy be amended to include this as a seventh banner type be

added to the approved list of banner types.

The design for the new Hispanic Heritage banners would be determined through a call for artists reviewed by a Public Art Review Committee. The new Hispanic Heritage banners would be installed the second week of September and removed the second week of November, taking the place of the standard Northfield banners.

The new banner type would be installed to coincide with the sixth annual Hispanic Heritage Celebration. This has been a widely attended and celebrated event. Furthermore, this amendment to the banner policy upholds the City Council's Strategic Plan priority of Diversity, Equity, and Inclusion, by creating a more welcoming community for all.

**Alternative Options:**

The City Council may choose to not approve the addition of a new banner type.

**Financial Impacts:**

The approval of a new banner type does not have a financial impact by itself.

The financing for the design and manufacture of the Hispanic Heritage Celebration banners will be provided by the Friends of Downtown Northfield.

The initial hanging of these banners will be the responsibility of the City of Northfield, as will the replacement of any damaged or worn banners, which would be comparable to the costs currently for the standard Historic Northfield banners.

**Tentative Timelines:**

After Council approval, a call for artists will be published and a Public Art Review Committee will review the submissions with the goal to have the banners ready to install by the third week in September of 2023.