



Memorandum

To: Bristol Ellington, City Manager

From: Mary Reidy, RCCS Director

**Cc: John Norris, Assistant City Manager
Linda Finch, RCS Superintendent**

Re: Aurora Banner Status Update

As the Public Art Program within the RCCS Department moves closer to final design of updated banners for the Aurora Corridor, I wanted to give you an update on process to date and share the final proposed designs.

The Aurora Street Art Banner Program was started in 2008 with installation of the pole hardware and original banners. Banners were subsequently updated in 2016. The banners span the entire length of Shoreline's Aurora Corridor. Shoreline Community College also designed and installed their own banners, with City approval, in one section of Aurora near 'College Way' (N 160th Street).

To date, there has not been a formal Aurora Corridor Banner Program, with an identified and defined banner replacement cycle and program goals. Staff have been working with the PRCS/Tree Board Arts and Culture Committee to develop this framework to ensure vibrancy and sustainability of the Banner Program. As the Municipal Arts Fund (MAF) continues to grow, this Program will be embedded in that budget moving forward.

The proposed program goals and guidelines are as follows:

Banner Program Goals

- Enhance Shoreline's urban environment.
- Promote local artists.
- Foster community engagement.
- Boost tourism along the Aurora Avenue corridor.

Banner Program Guidelines

- Maintain and refresh the banner designs every 2-3 years and create a rotation system to keep the program vibrant and reflective of the community.
- Provide equitable access for artists, especially those from marginalized backgrounds.

- Prioritize working with women- and minority-owned businesses (WMBE) in all aspects of the project.

Updated Banner Design Process

Given the current age and state of the banners installed in 2016, the City funded replacement of the banners with new banners with an updated design. A city-owned graphic focusing on inclusion has been selected as the foundation for the updated banner design. Initial and secondary design reviews have been conducted with the Public Art Coordinator and Design Review Team (includes staff from the Parks, Fleet and Facilities Division and the RCCS Department, and the PRCS/Tree Board Arts & Culture Committee), leading to the refinement of the designs. At this stage, the overall color scheme will remain consistent with previous designs, though slight shifts in color usage may occur to enhance the banners. Below are the preferred designs identified through the review process.

Please let me know if you have any questions about the Aurora Street Art Banner Program or this status update.

