



CITY OF BANNING STAFF REPORT

TO: CITY COUNCIL

FROM: Douglas Schulze, City Manager

PREPARED BY: Art Vela, Public Works Director

MEETING DATE: January 9, 2024

SUBJECT: Discuss Adding a City of Banning Identifier to the San Gorgonio Avenue Overpass

RECOMMENDATION:

Discuss adding a City of Banning identifier to the San Gorgonio Avenue Overpass and provide direction to staff.

BACKGROUND:

Many City's have begun to add architectural features including their names ("City Identifier") on overpasses along interstates. These City Identifiers provide an opportunity for city's to brand, create recognition and provide a positive image for existing and future residents and visitors traveling to and by their city's, which could aid in additional economic development.

The City of Banning could add a City Identifier to the San Gorgonio overpass and enjoy those same benefits. In the limited research conducted by Public Work staff, it appears that a cost range for such an improvement could range from \$500,000 to \$1,500,000 depending on the design. The biggest challenge for this project would be funding. Funding sources could include grants (e.g. Clean California, etc.), finance districts (e.g. Infrastructure Finance Districts, etc.) and local funds. As of today the City does not have any funds allocated to this project.

If a majority interests exists, City Council could consider a few options:

Option #1: Do nothing.

Option #2: Direct staff to research grant opportunities and apply for grants as they become available. Some grants may require a match, which could be funded by local funds or other sources.

Option #3: Direct staff to procure architectural services to develop several architectural renderings to choose from and to develop high level cost estimates. The results of these efforts could assist in bolstering the City's grant applications.

The three options above are not intended to be an exhaustive list of options, but only those that would not require a large funding commitment at this time.

JUSTIFICATION:

A City Identifier on the San Gorgonio Avenue overpass could provide the City various benefits as described in this report.

FISCAL IMPACT:

The cost for the preparation of a grant application(s) would range from \$10,000 to \$25,000 depending on the requirements of the grant guidelines and level of effort.

The cost for the preparation of architectural renderings and estimates would range from \$20,000 to \$30,000.

ALTERNATIVES:

1. Direct to move forward with one of the options listed in this report.
2. Provide alternative direction to staff.

ATTACHMENTS:

1. [Identifier Examples.pdf](#)