



Meeting Date: May 13, 2026

TOWN OF MORAGA

STAFF REPORT

To: Honorable Mayor and Councilmembers

From: Mackenzie Brady, Parks and Recreation Director

Subject: Approval of Historical Interpretive Banner Installation at Moraga Commons Park

RECOMMENDATION

Adopt a Resolution approving the placement and installation of historical interpretive banners at Moraga Commons Park for a period of up to (3) years.

BACKGROUND

In November 2015, the Town Council established the Art in Public Spaces Committee (APSC) to promote and advance public art within the Moraga community. Concurrently, the Town Council adopted the Art in Public Spaces Policy and established the Art in Public Spaces Fund. The APSC continues to support projects that enhance community spaces while reflecting Moraga's history and identity.

The Rotary Club of Moraga approached the Town with a proposal to incorporate a historical mural at the Moraga Commons Bandshell. In response, staff requested assistance from the Art in Public Spaces Committee to explore appropriate and feasible ways to integrate historical storytelling into the Commons in a manner consistent with the Town's public art framework.

At the same time, the Lafayette Moraga History Trail Project was underway, highlighting key historical moments and locations along the shared regional corridor. The proposed banner installation complements this broader effort by bringing similar historical interpretation into a central and highly visible community space.

DISCUSSION

Through collaboration between the Rotary Club of Moraga, the Art in Public Spaces Committee, the Moraga Historical Society, and staff, the concept evolved from a single mural into a series of five (5) historical banners to be installed at Moraga Commons Park. The Moraga Historical Society played a key role in identifying and sourcing appropriate archival

images for the project.

The installation will include four (4) “then and now” banners, featuring archival photographs paired with contemporary images of the same locations, as well as one (1) banner that highlights a historical image only. This approach creates a visual storytelling experience that connects Moraga’s past to its present while remaining flexible and non-permanent in nature.

The banner installation serves as a nod to the Lafayette Moraga History Trail Project by extending the theme of historical interpretation into Moraga Commons, one of the Town’s primary gathering spaces. The banners will highlight Moraga’s evolution over time, celebrating its heritage while enhancing the park experience for residents and visitors of all ages.

Moraga Commons was identified as an ideal location due to its centrality, high visibility, and role as a hub for community events. Staff coordinated closely with the Moraga Park Foundation to ensure the banner installation would not conflict with existing programming, including the popular summer concert series held at the Bandshell.

The banners are intended to serve as a temporary installation with an anticipated lifespan of up to three (3) years based on typical outdoor banner material performance and environmental exposure conditions. Staff will monitor banner condition over time and replace or remove banners as needed if materials become worn or faded. Utilizing banners rather than a painted mural also provides flexibility to refresh, rotate, or update historical content in the future without permanent modifications to the Bandshell structure. Any future banner concepts or installations would be subject to review and approval by the Town Council.

The proposed banner designs were reviewed and approved by the Art in Public Spaces Committee on April 21, 2026, and are scheduled to be presented to the Parks and Recreation Commission on May 11, 2026 for review and approval. Pending approval, staff anticipates completing installation prior to the Town’s July 4th celebration.

While the installation utilizes banner materials and hardware, the proposed project is not intended to function as temporary promotional or event signage regulated under the Town’s Temporary Banner Policy. Rather, the banners are proposed as a semi-permanent historical and interpretive public art installation associated with Moraga Commons and the Town’s broader public art and historical interpretation efforts.

The project is being funded by the Rotary Club of Moraga. Upon approval, staff will coordinate final fabrication and installation of the banners, ensuring consistency with Town standards and consideration of long-term maintenance needs.

FISCAL IMPACT

The total project cost for design, fabrication, and delivery of the banners is \$766, including tax and freight. Project costs are being funded by the Rotary Club of Moraga.

Installation is expected to be completed using a combination of vendor services and staff support, with any minor staff time accommodated within existing operating budgets.

Ongoing maintenance costs are anticipated to be minimal and will be incorporated into existing park maintenance activities.

CEQA COMPLIANCE

Approval of the placement and installation of the historical interpretive banners is not subject to review under the California Environmental Quality Act (Public Resources Code Section 21000 et seq. and CEQA Guidelines, 14 Cal. Code Regs. §§ 15000 et seq.), including without limitation Section 15378, as this action does not constitute a “project” that may cause a direct or reasonably foreseeable indirect physical change in the environment.

ALTERNATIVES

1. Do not adopt the proposed Resolution and decline the banner placement; or
2. Request additional information and direct staff to return with further details or alternative options.

NEXT STEPS

Upon adoption of the Resolution, staff will work with the banner vendor on fabrication and coordinate installation of the banners at Moraga Commons.

ATTACHMENTS

[Attachment A - Draft Resolution](#)

[Attachment B - Banner Rendering](#)

[Addendum - Additional Information from Staff](#)