

**CITY MANAGER'S OFFICE MEMORANDUM  
#12-2026**

**DATE:** March 23, 2026

**TO:** Honorable Mayor Meredith Leighty and City Council Members

**FROM:** Heather Geyer, City Manager 

**SUBJECT:** Banner Policy

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**PURPOSE**

To consider a proposed banner policy governing the display of banners in designated locations on City-owned property and on light poles owned or controlled by the City and/or Xcel Energy.

**BACKGROUND**

At the March 2, 2026 City Council meeting, Council provided consensus to bring forward a draft banner policy. This direction followed a request from the Daughters of the American Revolution (DAR) to install several banners as part of the 250/150 Celebration. Staff recommended the development of a formal policy to ensure consistent and appropriate responses to similar requests.

The City Manager solicited sample banner policies through the CML City Manager Listserv and received responses from the following communities:

- Lafayette (Old Town)
- Louisville (Downtown)
- Parker
- Wheat Ridge

Based on this research, the proposed banner policy is a simple approach, limiting banners to those that promote City events or other matters of municipal interest, including City-hosted special events and activities. Staff does not recommend expanding banner use to non-City organizations or content, as the City does not currently have the resources to administer a broader banner program.

**BUDGET/TIME IMPLICATIONS**

If City Council supports the proposed policy, staff will bring forward a resolution for formal adoption at the April 13, 2026 City Council meeting.

**STAFF RECOMMENDATION**

Staff is seeking City Council feedback on the proposed Banner Policy.

**STAFF REFERENCE**

If Council members have any questions, please contact Heather Geyer, City Manager, at [hgeyer@northglenn.org](mailto:hgeyer@northglenn.org) or 303.450.8706.

**ATTACHMENT**

1. Proposed Banner Policy

# **CITY OF NORTHGLENN BANNER POLICY**

## **PURPOSE**

The purpose of the City of Northglenn Banner Policy ("Policy") is to establish guidelines for the display of banners in designated locations on City-owned property and on light poles owned or controlled by the City and/or Xcel Energy.

## **APPLICABILITY**

The City of Northglenn maintains approximately 100 light poles and four (4) post-mounted locations designated for banner installations throughout the City. These facilities are intended for the promotion of City services, programs, and events.

## **POLICY**

### **1. Permitted Content**

Banners shall be restricted to those promoting City events or other matters of municipal interest, including City-hosted special events and activities.

### **2. Design Standards**

All banner designs should be artistic in nature and graphically represent the subject or purpose of the community event or program. Banners may include text such as event names, dates, activities, and logos.

### **3. Sponsorship Recognition**

Commercial or non-profit advertising is prohibited, except where a program partner or sponsoring entity is included in accordance with the City's Sponsorship Policy. In such cases, the sponsor's name or logo shall not be the dominant element of the banner.

### **4. Prohibited Content and Review**

Political and religious advertising is prohibited. All banner designs and content shall be reviewed and approved by City staff for compliance with this Policy and the City's Sponsorship Policy. Banner designs and content requiring additional review or policy interpretation will be evaluated by the City Manager's Office and elevated to City Council, as necessary.

### **5. Placement and Duration**

The duration of banner display and placement locations shall be determined at the discretion of the City. Banner locations are subject to change based on operational needs or staff recommendation.