

City of Piedmont
COUNCIL AGENDA REPORT

DATE: January 5, 2026

TO: Mayor and Council

FROM: Rosanna Bayon Moore, City Administrator

SUBJECT: Consideration of the List of Special Event Signage within the Public Right-of-Way for Year 2026

RECOMMENDATION

By a single motion, approve the list of special events authorized for signage placement within the public right-of-way, as detailed in Exhibit A.

BACKGROUND

On April 7, 2025, Council approved the following list of Special Events with Signage Approved in the Public Right-of-Way for the Year 2025:

1. Piedmont Food Festival
2. Oktober Festival
3. Pumpkin Patch
4. Turkey Trot
5. Christmas Tree Lot

DISCUSSION

Since the approval of the Special Events list on April 7, 2025, the City received one request for placement of banners on streetlights. Upon review by staff, it was determined that an open-ended fundraising campaign, in and of itself that is not tied to a discrete event, is not eligible for the Special Event Signage list. It is noted, however, that once the opportunity for use of banner space on Magnolia Avenue is restored, the sign ordinance does allow for the Public Works Director to issue permits for “signs that are advertising special promotions.” In the above referenced instance, the preferred location was Magnolia Avenue. The alternative was banners on streetlights.

Staff recommends that Council approve the 2026 Special Event Signage list provided in Attachment A.

FISCAL IMPACT

There are no fiscal impacts associated with the approval of the Special Events list.

CITY ATTORNEY REVIEW

The City Attorney has reviewed the staff report and Attachment A.

By: Daniel Gonzales, Public Works Director

Attachments:

A. List of Special Events 2026

ATTACHMENT A

List of Special Events with Signage Approved in Public Right-of-Way for the Year 2026:

1. Piedmont Food Festival
2. Oktober Festival
3. Pumpkin Patch
4. Turkey Trot
5. Christmas Tree Lot