

COUNCIL ACTION FORM

SUBJECT: **ADDITION OF EAST END OF MAIN STREET
TO THE CITY’S STREET BANNER POLICY**

BACKGROUND:

At the November 10, 2014, City Council meeting, the City Council directed City staff to develop a proposal to add the property at the east end of Main Street to the list of allowable sites to place a banner under the City’s Street Banner Policy.

In response to this directive, an amendment to the City’s Street Banner Policy has been drafted for the east end of Main Street (on the Power Plant property, east of Duff Avenue). The proposed amendment incorporates similar standards already required in other locations. The amendment sets the term of use equal to that used for the overhead Main Street banner (30 days from January to June, 14 days from July through December; 14-day extension possible upon request).

City staff understands the intent of this banner location is to advertise events taking place in the Main Street Cultural District (MSCD). **Therefore, as with the bollard banners on Main Street, City staff proposes that banners at this new location only be permitted to advertise events taking place within the MSCD boundaries.** The MSCD staff has reviewed the draft policy and has indicated their support.

The policy includes the following revisions:

CONTENT & DESIGN

The overhead banner on Main Street shall be utilized only to advertise or announce particular civic, political, religious, fraternal or other non-profit activities.

The bollard banners on Main Street and the banner space at the east end of Main Street shall be utilized only to advertise or announce activities occurring within the Main Street Cultural District.

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NEW SECTION:

Main Street - East End Banner

Requests for display are coordinated with the Main Street Cultural District (phone: 515-233-3472).

NUMBER OF BANNERS: 1

BANNER SIZE: Vertical height – 4 feet (45-46 inches when hemmed)
Horizontal length – 10 feet

BANNER CONSTRUCTION: Banners shall be constructed of heavy-duty canvas or plastic tarpaulin material or netting. Metal grommets shall be embedded near each of the four corners. Wind-relief flaps approximately 6" by 6" in area shall be evenly distributed throughout the banner. A minimum of one wind-relief flap per five square feet of banner area is required.

METHOD OF INSTALLATION: Banners shall be attached to stakes with metal chains, threaded links and snap links. Corner connections must be capable of carrying a 1000 lb. load; all others must carry a 500 lb. load. (Wire may not be used.) Banners shall be secured via metal grommets as described above.

LENGTH OF SEASON: Year round

LENGTH OF USE: 30 days from January through June; 14 days from July through December. Extensions of up to 14 days may be requested through the City Clerk's Office. Requests for extensions may be made within the week prior to an approved display period and anytime during the approved display period.

ALTERNATIVES:

1. Approve the language above adding the space east of Main Street to the City's Street Banner Policy.
2. Modify the draft policy proposed by City staff.
3. Do not approve the addition of the space east of Main Street to the City's Street Banner Policy.

MANAGER'S RECOMMENDED ACTION:

The City Council has requested that City staff prepare language adding the space east of Main Street to the City's Street Banner Policy. The proposed policy revision incorporates some of the elements required of banner installations in other locations where banners are already allowed. The Main Street Cultural District has reviewed the proposal and is in support of it.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the language above adding the space east of Main Street to the City's Street Banner Policy.



City of Ames Street Banner Policy

The City of Ames Street Banner Policy is for regulating all banners to be placed on street light poles described below by area of the City, for the set location over the 300 block of Main Street and on bollards located along Main Street at the intersections of Douglas, Kellogg and Clark Avenues.

REQUESTS FOR DISPLAY

Applications for permits to display banners may be obtained from the City Clerk's Office or the City of Ames website (<http://www.cityofames.org>), and should be submitted to the City Clerk's Office. Reservations will be considered no earlier than one year prior to the first day of the month in which the display is desired (e.g. the earliest a request for June 10 display may be accepted is June 1 of the previous year).

Organizations interested in displaying banners should coordinate the timing of their request with a representative of the primary organization in the vicinity of the desired location. Primary organizations are Iowa State University for poles on University Boulevard and the Ames Chamber of Commerce (on behalf of the Campustown Action Association, the Main Street Cultural District, and the South Ames Business Neighborhood) for all other locations. Permits will be issued by the City Clerk's Office.

In the event that display date requests conflict and cannot be resolved through the primary organization, the City Manager's Designee will attempt to mediate an agreement. If necessary, a final appeal for resolution may be made to the City Council.

LENGTH OF DISPLAY

There is no time limit on pole banner displays.

Organizations may display a banner over Main on Main Street at the intersection of Douglas, Kellogg and Clark for up to thirty (30) days at a time from January through June, and for up to fourteen (14) days at a time from July through December. If no other requests have been received, the City Manager's Designee may grant extensions of up to 14 days in the week prior to the initial installation date and/or during the approved display period.

Organizations may display a banner on the bollards located on Main Street at the intersections of Douglas, Kellogg, and/or Clark for up to fourteen 14 days prior to and including the day and/or days of the special event approved by the City of Ames.

INSURANCE

Applicants and installers shall provide certificates of insurance evidencing general liability coverage in the amount of \$500,000 combined single limit and naming the City of Ames and its employees and assigns as additional insured (with endorsement naming political subdivision).

INSTALLATION & REMOVAL

Permit holders shall be responsible for coordinating installation and removal of banners by insured installers, with the following exception: Banners may be installed on poles and the bollards in the Main Street Cultural District by adult volunteers working on behalf of the District.

Methods of installation shall conform with instructions provided by the City of Ames. Traffic control measures shall be employed as needed. Permit holders shall be responsible for the cost of repairing any damage done to banner hardware, light poles, bollards, landscaping or grass in medians and parking areas.



City of Ames Street Banner Policy

Banners shall be removed on or before the permit expiration date.

MAINTENANCE OF HARDWARE

Routine maintenance of hardware on University Boulevard poles will be managed by Iowa State University. Problems should be reported to Iowa State's Facilities Planning and Management Service Desk at 515-294-5100.

Routine maintenance of bollards located on Main Street will be managed by the City's Public Works Department. Problems should be reported to 515-239-5160.

Routine maintenance of hardware in all other locations will be managed by the City's Electric Services Department. Problems should be reported to 515-239-5500.

MAINTENANCE OF BANNERS

Problems with banners on display will be reported to permit holders. Corrective action shall be made within 24 hours of notification. The City of Ames reserves the right to immediately remove banners and/or revoke permits if any hazard is deemed present. Costs that may be incurred for the removal of banners by City staff shall be charged to permit holders.

PRIORITIZATION

Banner permits will generally be issued on a first come, first served basis. See supplemental information pages for prioritization standards specific to poles on University Boulevard.

CONTENT & DESIGN

The overhead banner on Main Street shall be utilized only to advertise or announce particular civic, political, religious, fraternal or other non-profit activities.

The bollard banners on Main Street [and the banner space at the east end of Main Street](#) shall be utilized only to advertise or announce activities occurring within the Main Street Cultural District.

Pole banners are intended to celebrate and/or promote the Ames/ISU community or specific local events. Sponsorship recognition, if any, must be restricted to the lower 15% of banners designed for poles.

All banners shall be non-offensive.

DISCLAIMER

The City of Ames does not assume responsibility for damage to all types of banners.



City of Ames Street Banner Policy

CAMPUSTOWN POLE BANNERS

Requests for banner displays are coordinated with the Ames Chamber of Commerce representative of the Campustown Action Association (phone: 515-232-2310).

MAXIMUM NUMBER OF BANNERS: 41 (1 banner/pole: 29 on Welch, 12 on Lincoln Way)

MINIMUM NUMBER TO BE USED PER APPLICATION: 21

BANNER SIZE: 5' by 2.5' (60" x 30")

Note: Banner brackets should be double-checked and re-measured (preferably by the manufacturer) before orders are placed. These mounting brackets are moveable and also susceptible to rotation or wrenching by high winds.

BANNER CONSTRUCTION: Banners should have rod pockets or tabs that slide onto the banner arm. There is nothing that secures the banner to the arms or the pole. Applicants may consult with manufacturers about a means of securing banners more tightly to the fixtures.

METHOD OF INSTALLATION: Slide banner rod pockets onto bracket arms.

Traffic control measures must be followed if banners are mounted from the traveled portion of the street. Guidance for traffic control for temporary work zones and short duration mobile operations can be found in the Manual on Uniform Traffic Control Devices (MUTCD) at the Federal Highway Administration's website (http://mutcd.fhwa.dot.gov/kno_2003.htm). Part 6, Temporary Traffic Control, should be reviewed and special attention should be given to Chapter 6G for mobile or short duration operations. Any additional questions about work zones may be directed to the City of Ames Traffic Engineer at 515-239-5275.

LENGTH OF SEASON: Year-round

LENGTH OF USE: Unlimited



City of Ames Street Banner Policy

DOWNTOWN POLES (MAIN ST., FIFTH ST., SIXTH ST., CLARK AVE.)

Requests for display are coordinated with the Main Street Cultural District (phone: 515-233-3472).

TOTAL NUMBER OF BANNERS: 159 (1 banner/pole)

Main Street – 62
Fifth Street – 42
Sixth Street – 54
Clark Avenue – 1

MINIMUM NUMBER TO BE USED PER APPLICATION:

Main Street – 20
Fifth Street – 14
Sixth Street – 18

(Main Street Cultural District banners, artistic banners, and seasonal banners are usually displayed on every third pole in the Central Business District. When requests to use the hardware for other displays are approved, seasonal banners are removed first and artistic banners second.)

BANNER SIZE: 4' high by 22" wide

SEWN BANNER SIZES: approximately 49.25" high and 22" wide with 3.25" rod pockets

Note: Mounting brackets can shift, and should be double-checked and re-measured (preferably by the manufacturer) before orders are placed!

METHOD OF INSTALLATION:

Unscrew set screw, remove ball from rod

Remove seasonal banner; slide new banner onto rod

Replace ball and secure screw tightly from above, using blue "Lock tite" (Note: set screws may wiggle loose and balls may drop onto passersby or vehicles if they are not set from the top with Lock tite.)

Traffic control measures must be followed if banners are mounted from the traveled portion of the street. Guidance for traffic control for temporary work zones and short duration mobile operations can be found in the Manual on Uniform Traffic Control Devices (MUTCD) at the Federal Highway Administration's website (http://mutcd.fhwa.dot.gov/kno_2003.htm). Part 6, Temporary Traffic Control, should be reviewed and special attention should be given to Chapter 6G for mobile or short duration operations. Questions about work zones may be directed to the City of Ames Traffic Engineer at 239-5275.

NOTE: The lower banner arm is 11 feet above the base of all utility poles, but some poles are mounted on top of two-foot brick pedestals.

LENGTH OF SEASON: Year-round

LENGTH OF USE: Unlimited



City of Ames Street Banner Policy

UNIVERSITY BOULEVARD

Iowa State University is the primary user of poles on University Boulevard, and requests for display are coordinated with the Director of University Marketing (515-294-3134).

NUMBER OF BANNERS: 74 (34 poles with double brackets; 6 poles with single brackets)

MINIMUM NUMBER TO BE USED PER APPLICATION: 70
(Two different designs may be used to provide a full compliment of banners.)

BANNER SIZE: 8' x 2.5'

SEWN BANNER SIZES: 8' x 2.5' (96" x 30") laid flat, with 3" rod pockets
Grommets should be installed on one side of the banner so it may be secured to the light pole.

METHOD OF INSTALLATION:

Traffic control measures must be followed. Guidance for traffic control for temporary work zones and short duration mobile operations can be found in the Manual on Uniform Traffic Control Devices (MUTCD) at the Federal Highway Administration's website (http://mutcd.fhwa.dot.gov/kno_2003.htm). Part 6, Temporary Traffic Control, should be reviewed and special attention should be given to Chapter 6G for mobile or short duration operations. Any additional questions about work zones may be directed to the City of Ames Traffic Engineer at 239-5275.

LENGTH OF SEASON: May 1 – October 31

(These light poles are not designed to withstand ice-loading. Waivers for displays during winter months may be granted on a case-by-case basis.)

LENGTH OF USE: Unlimited

PRIORITIZATION:

- 1) Major multi-day events with community-wide involvement (e.g. Iowa Games)
- 2) General community or ISU promotions and events (Ames High Homecoming)
- 3) Other major events and conferences (e.g. Order of the Arrow Conference)

NOTE: Iowa State University purchases the University Boulevard banner hardware and donates it to the City of Ames. Iowa State's Office of Facilities Planning and Management maintains, repairs and installs banner hardware when necessary. It also is responsible for installing and removing banners on this roadway. The Office of University Marketing is responsible for scheduling displays and arranging for the installation/removal of banners.



City of Ames Street Banner Policy

SOUTH DUFF AVENUE

Requests for display are coordinated with the Ames Chamber of Commerce representative for the South Ames Business Neighborhood (515-232-2310).

NUMBER OF BANNERS: 19 (1 banner/pole)

MINIMUM NUMBER TO BE USED PER APPLICATION: 19

BANNER SIZE: 8' high x 2.5' wide (96" x 30")

Note: These brackets are moveable and may be affected by high winds or ice loading. Banner brackets should be double-checked and re-measured (preferably by the manufacturer) before orders are placed.

BANNER CONSTRUCTION: Banners should have rod pockets or tabs that slide onto the banner arm. Manufacturers may suggest a means of securing banners to the hardware.

METHOD OF INSTALLATION: Slide banner rod pockets onto bracket arms.

Traffic control measures must be followed if banners are mounted from the traveled portion of the street. Guidance for traffic control for temporary work zones and short duration mobile operations can be found in the Manual on Uniform Traffic Control Devices (MUTCD) at the Federal Highway Administration's website (http://mutcd.fhwa.dot.gov/kno_2003.htm). Part 6, Temporary Traffic Control, should be reviewed and special attention should be given to Chapter 6G for mobile or short duration operations. Any additional questions about work zones should be directed to the City of Ames Traffic Engineer at 239-5275.

LENGTH OF SEASON: Year round

LENGTH OF USE: Unlimited

Main Street Overhead Banner

NUMBER OF BANNERS: 1

BANNER SIZE: Vertical height – 3 feet (33-34 inches when hemmed)
Horizontal length – 30 feet

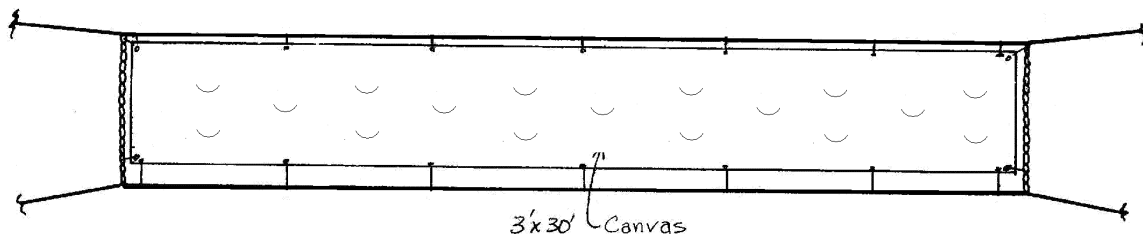
BANNER CONSTRUCTION: Banners shall be constructed of heavy-duty canvas or plastic tarpaulin material or netting. Metal grommets shall be imbedded near each of the four corners and along the top and bottom edges. The upper and lower edges should each have at least six grommets. Wind-relief flaps approximately 6" by 6" in area shall be evenly distributed throughout the banner. A minimum of one wind-relief flap per five square feet of banner area is required.

METHOD OF INSTALLATION: Banners shall be attached to the permanent cables and chains with metal chains, threaded links and snap links. Corner connections must be capable of carrying a 1000 lb. load; all others must carry a 500 lb. load. (Wire may not be used.) Banners shall be secured via metal grommets as described above.

LENGTH OF SEASON: Year round

LENGTH OF USE: 30 days from January through June; 14 days from July through December. Extensions of up to 14 days may be requested through the City Clerk's Office. Requests for extensions may be made within the week prior to an approved display period and anytime during the approved display period.

Sample Banner Configuration





City of Ames Street Banner Policy

Main Street Bollard Banner

Requests for display are coordinated with the Main Street Cultural District (phone: 515-233-3472).

NUMBER OF BANNERS: 8 --2 at Douglas and Main, 2 at Clark and Main, 2 at Burnett and Main, and 2 at Main and Kellogg

BANNER SIZE: Vertical height – no more than 3 feet (36 inches when hemmed)
Horizontal length – 5 feet.

BANNER CONSTRUCTION: Banners shall be constructed of heavy-duty canvas or plastic tarpaulin material or netting. Metal grommets shall be imbedded near each of the four corners.

METHOD OF INSTALLATION: Banners shall be attached to the bollards with bungee cords to the metal grommets on the four corners of the banners as described above.

LENGTH OF SEASON: Year round

LENGTH OF USE: 14 days prior to and including the day and/or days of the special event approved by the City of Ames.



City of Ames Street Banner Policy

PROPOSED NEW SECTION:

Main Street - East End Banner

Requests for display are coordinated with the Main Street Cultural District (phone: 515-233-3472).

NUMBER OF BANNERS: 1

BANNER SIZE: Vertical height – 4 feet (45-46 inches when hemmed)
Horizontal length – 10 feet

BANNER CONSTRUCTION: Banners shall be constructed of heavy-duty canvas or plastic tarpaulin material or netting. Metal grommets shall be embedded near each of the four corners. Wind-relief flaps approximately 6" by 6" in area shall be evenly distributed throughout the banner. A minimum of one wind-relief flap per five square feet of banner area is required.

METHOD OF INSTALLATION: Banners shall be attached to stakes with metal chains, threaded links and snap links. Corner connections must be capable of carrying a 1000 lb. load; all others must carry a 500 lb. load. (Wire may not be used.) Banners shall be secured via metal grommets as described above.

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