

COUNCIL ACTION FORM

SUBJECT: MODIFICATIONS TO STREET BANNER POLICY

BACKGROUND:

The City's Banner Policy serves to protect the public safety, protect City property, establish guidelines for the use of banner hardware, and to guarantee a certain level of aesthetic quality. The policy was last modified in October 2015. Further review of the policy was recently initiated by a request from the ISU Research Park to place banners along the section of University Boulevard south of the Airport/Oakwood roundabout. The new street lights installed during construction of that street were specifically designed to support the display of banners.

As part of this proposed Policy update, the ISU Research Park will purchase the University Boulevard banner hardware and donate it to the City. Working with ISU's Facilities Planning and Management Department, the Research Park will maintain, repair, and install banner hardware when necessary, and be responsible for installing and removing banners on this roadway. ISU Research Park will also be responsible for scheduling displays and arranging for the installation and removal of banners.

A copy of the modified banner policy is attached. A summary of the most notable changes follows:

Page 1

- *The City of Ames Street Banner Policy is for regulating all banners to be placed in the following locations: Campustown, Downtown, University Boulevard - Lincoln Way to US 30, University Boulevard - ISU Research Park, South Duff Avenue, and Main Street.*

Page 2

- *Routine maintenance of hardware on **University Boulevard - ISU Research Park** poles will be managed by ISU Research Park. Problems should be reported to the Operations Manager at 515-296-0735.*

Page 4

- **TOTAL NUMBER OF BANNERS: 191** (1 banner/pole)
This section was updated to show the current number of banners possible for display.
- **METHOD OF INSTALLATION:**
This section was updated to describe the current approved method for installing banners

Page 5

- **UNIVERSITY BOULEVARD - LINCOLN WAY TO US 30**
This title was updated to distinguish between the sections north of and south of US 30.

Page 6

- **UNIVERSITY BOULEVARD - ISU RESEARCH PARK**

This page was created to describe the policy for banners displayed by the ISU Research Park on this section of University Boulevard.

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- **TOTAL NUMBER OF BANNERS:** 13 (1 banner/pole)

This section was updated to show the current number of banners possible for display.

ALTERNATIVES:

1. Approve the revised Street Banner Policy as attached, including the addition of banners along University Boulevard in the ISU Research Park, as well as the other corrections and clarifications detailed above.
2. Direct staff to modify the proposed changes to the Banner Policy.
3. Do not approve the addition of banners on University Boulevard adjacent to the ISU Research Park.

CITY MANAGER'S RECOMMENDED ACTION:

These changes are needed to provide for display of banners on the new street light poles south of the Airport Road roundabout, as well as to update other provisions of the Banner Policy.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the revised Street Banner Policy, including the addition of banners along University Boulevard - ISU Research Park.



City of Ames Street Banner Policy

The City of Ames Street Banner Policy is for regulating all banners to be placed in the following locations: Campustown, Downtown, University Boulevard - Lincoln Way to US 30, University Boulevard - ISU Research Park, South Duff Avenue, and Main Street.

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).

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.

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



City of Ames Street Banner Policy

MAINTENANCE OF HARDWARE

Routine maintenance of hardware on **University Boulevard - Lincoln Way to US 30** 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 hardware on **University Boulevard - ISU Research Park** poles will be managed by ISU Research Park. Problems should be reported to the Operations Manager at 515-296-0735.

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 (515-232-2310).

TOTAL 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. 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 (https://mutcd.fhwa.dot.gov/kno_2009r1r2.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: Year-round

LENGTH OF USE: Unlimited



City of Ames Street Banner Policy

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

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

TOTAL NUMBER OF BANNERS: 191 (1 banner/pole)

Main Street – 62

Fifth Street – 42

Sixth Street – 54

Clark Avenue – 4

Kellogg Avenue – 15

Burnett Avenue – 10

Douglas Avenue – 4

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:

Remove the wire retaining clip holding the ball at the end of the rod; remove the ball from the rod.

Remove seasonal banner; slide new banner onto rod.

Replace ball to the end of the rod and secure with the wire retaining clip.

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 (https://mutcd.fhwa.dot.gov/kno_2009r1r2.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.

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 - LINCOLN WAY TO US 30

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

TOTAL 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 complement 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 (https://mutcd.fhwa.dot.gov/kno_2009r1r2.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: Year round

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

UNIVERSITY BOULEVARD - ISU RESEARCH PARK

ISU Research Park is the primary user of poles along this section of University Boulevard, and requests for display are coordinated with the ISU Research Park Operations Manager (515-296-0735).

TOTAL NUMBER OF BANNERS: 49 (1 banner/pole)

MINIMUM NUMBER TO BE USED PER APPLICATION: 44
(Two different designs may be used to provide a full complement of banners.)

BANNER SIZE: 84" high x 30" wide, with the bottom of the banner at 10' above grade

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 (https://mutcd.fhwa.dot.gov/kno_2009r1r2.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: Year round

LENGTH OF USE: Unlimited

NOTE: ISU Research Park purchases the University Boulevard banner hardware and donates it to the City of Ames. ISU Research Park arranges for Iowa State's Office of Facilities Planning and Management to maintain, repair and install banner hardware when necessary. It also is responsible for installing and removing banners on this roadway. ISU Research Park is responsible for scheduling displays and arranging for the installation/removal of banners by Facilities Planning and Management staff.



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).

TOTAL NUMBER OF BANNERS: 13 (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. 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 (https://mutcd.fhwa.dot.gov/kno_2009r1r2.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: Year round

LENGTH OF USE: Unlimited

MAIN STREET OVERHEAD BANNER

TOTAL NUMBER OF BANNERS: 1

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

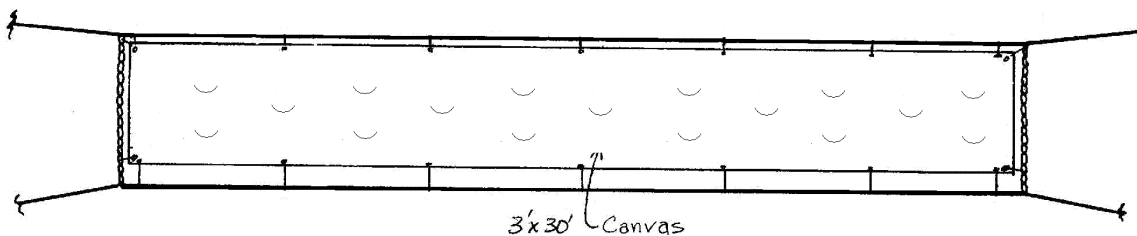
BANNER CONSTRUCTION: Banners shall be constructed of heavy-duty canvas or plastic tarpaulin material or netting. Metal grommets shall be imbedded near each of the four corners and along the top and bottom edges. The upper and lower edges should each have at least six grommets. Wind-relief flaps approximately 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 (515-233-3472).

TOTAL 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

MAIN STREET - EAST END BANNER

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

LOCATION DESCRIPTION: Banners in this location may be placed within the area bordered by Duff Avenue to the west, the Union Pacific Railroad property to the south, East Main Street to the north, and the Power Plant fence to the east. Banners shall not be placed in a manner that interferes with pedestrians, traffic, railroad operations, or the visibility of motor vehicle operators.

TOTAL 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.