

COUNCIL ACTION FORM

SUBJECT: **MODIFICATIONS TO THE CITY'S STREET BANNER POLICY**

BACKGROUND:

The City's Banner Policy serves to protect public safety, protect City property, establish guidelines for the use of banner hardware, and guarantee a certain level of aesthetic quality. The policy was last modified in March 2024. Further review of the policy was prompted by replacement of street light poles along University Boulevard between Lincoln Way and Mortensen Road. The new poles require banners with different dimensions than the previous poles. Additionally, several applicants for Banner Permits in the Downtown area have requested the option for longer display periods when no other displays are scheduled.

A copy of the modified banner policy is attached. In addition to minor revisions and corrections, substantive changes are made to:

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- University Boulevard – Lincoln Way to Mortensen Road
 - The boundaries of this banner display area were revised to reflect current practice for banner placement. Previously, the banners were allowed on University Boulevard from Lincoln Way to Highway 30.
- Organizations may display a banner over Main Street at the intersection with Kellogg Avenue for up to fourteen (14) days at a time. Applicants can request a conditional extension for a total display duration of up to three (3) months. These requests can be approved on the condition that any new requests for display submitted during the conditional extension period automatically override the extension.
 - The display duration was standardized to a 14-day guaranteed period year-round with the added option for applicants to request a conditional extension in the case that conflicting requests for display are not submitted.

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- Requests for banner displays are coordinated with the Ames Regional Economic Alliance (515-232-2310).
 - This section was revised to reflect the renaming of the Ames Regional Economic Alliance.

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- Banner Size: 7' x 2.5'; Sewn Banner Sizes: 7' x 2.5' (84" x 30")
 - New poles were recently installed along this section of University Boulevard, and the banner sizes were revised to fit the new poles.

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- Requests for banner displays are coordinated with the Ames Regional Economic Alliance (515-232-2310).

- This section was revised to reflect the renaming of the Ames Regional Economic Alliance.

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- Length of use: 14 days. Conditional extensions can be requested for a total display duration of up to 3 months. These extensions can be approved on the condition that any new requests for display submitted during the conditional extension period automatically override the extension.
 - The display duration was standardized to a 14-day limit year-round with the added option for applicants to request a conditional extension in the case that conflicting requests for display are not submitted.

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- Length of use: 14 days. Conditional extensions can be requested for a total display duration of up to 3 months. These extensions can be approved on the condition that any new requests for display submitted during the conditional extension period automatically override the extension.
 - The display duration was standardized to a 14-day limit year-round with the added option for applicants to request a conditional extension in the case that conflicting requests for display are not submitted.

ALTERNATIVES:

1. Approve the revised Street Banner Policy as attached, including revisions to the size of banners for displays on University Boulevard between Lincoln Way and Mortensen Road and the duration of displays in the Downtown area, 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 revised Street Banner Policy as attached.

CITY MANAGER'S RECOMMENDED ACTION:

These changes are needed to revise the size of banners displayed on new street light poles on University Boulevard between Lincoln Way and Mortensen Road and to provide for longer displays in the Downtown area when no other displays are scheduled, 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.

ATTACHMENT(S):

[Proposed Banner Policy 2025.pdf](#)