

# Temporary Signs: Street Banners

City Council Study Session  
October 16, 2014



# Downtown Mesa - Street Light Poles on Main St & Center



# Downtown Mesa - Over-the-Street Banners



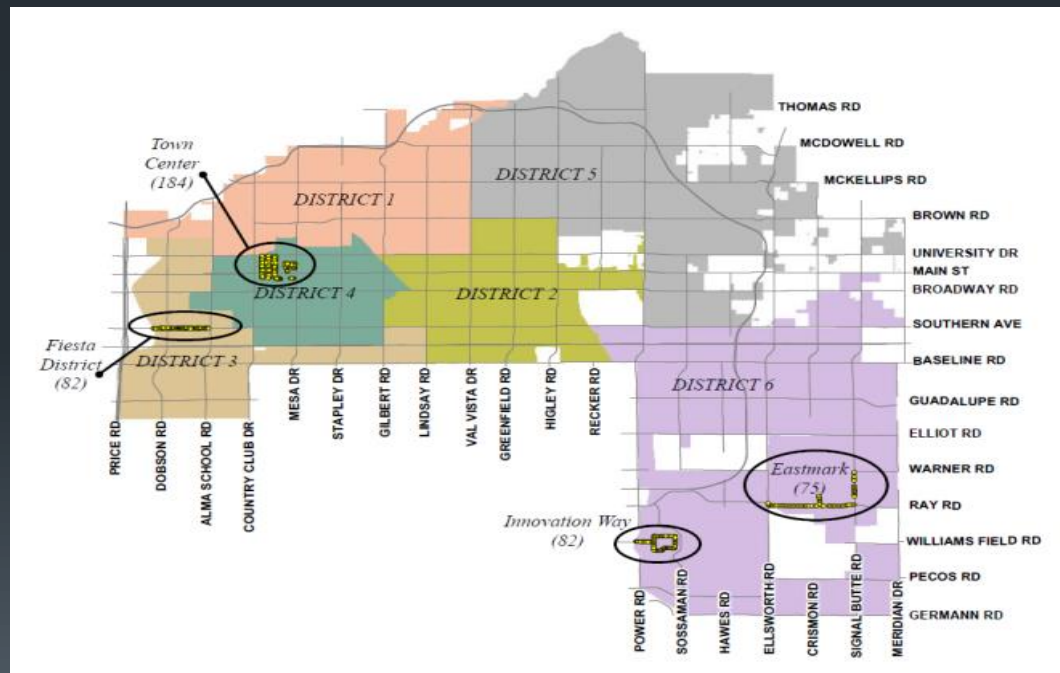
# Fiesta District – Southern Avenue Light Poles



# Street Banners

## Presently Eligible Locations

- Downtown Mesa
- Fiesta District
- ASU-Poly Campus
- Eastmark



# Street Light Banners

## Installation Standards

- Only Publicly-owned Poles may be used
- Prohibition on use of Electric Utility Poles remains
- Confirm Structural Integrity through City Engineer
- Installation by City Staff or Approved Contractor
- Administered through City Manager or designee
- Placement: 1-foot from edge of street; or  
16-feet above street pavement
- Sponsorship sign area capped at:
  - 15% of banner area for 1-pole banners,
  - 30% for over-the-street, 2-pole banners



# Street Light Banners

## Application Process

- Designee – Public Information & Communications – Banner review team (PI&C Director, Graphic Designer, Eco Dev rep)
- Eligibility – Special events (cultural, sporting, community), Economic Development, branding
- Event information, if applicable
- Design – Sponsor logo no more than 15% of banner area; graphic design compliments area brand
- Banner Fabrication – Minimum 20 oz material, two-sided, bleed resistant, etc.
- Installation/Removal fee – Cost recovery for Transportation Department or approved contractor fee
- Banner Maintenance – Damaged banners to be replaced within 4-6 business days.
- Display timeframe – Minimum 14 days; Maximum 30 days; Longer with approval of City Manager
- Application Fee - \$25.00