

**CITY COUNCIL  
COMMUNICATION:**

**ITEM \_\_\_\_\_**

**OFFICE OF THE CITY MANAGER  
CITY OF DES MOINES, IOWA**

**99-108**

**SYNOPSIS -**

**AGENDA:**

New policy for the placement of street banners on utility poles in the public right-of-way.

MARCH 22, 1999

**FISCAL IMPACT -**

**SUBJECT:**

N/A

STREET BANNER  
POLICY

**RECOMMENDATION -**

**TYPE:**

**Approval.**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

**BACKGROUND -**

**SUBMITTED BY:**

At the September 28, 1998 Council meeting, by Roll Call No. 98-2986, Council asked staff to report on the required maintenance of street banners. Currently, street banners displayed in downtown Des Moines are coordinated by Downtown Partnership, Inc. There are approximately 125 banner-ready utility poles throughout the downtown core, including the Locust Street River Bridge and continuing east to Pennsylvania Avenue. However, there has been no policy regarding the placement of street banners in the residential areas of the City.

ERIC A. ANDERSON  
CITY MANAGER

The proposed policy would not alter the current arrangement with the Downtown Partnership, Inc. in regard to the placement of street banners in the downtown core. This proposal simply creates a policy that is needed for the other areas of the City.

Banners must measure a maximum of 8 feet tall by 30 inches across, using heavy-duty mildew resistant materials. In addition to a sleeve at the top and the

bottom, each banner must have four grommets (one in each corner of the sleeve). The design must be printed on both the front and the back of the banner.

Applications will be processed on a first-come, first-served basis, subject to approval of banner design by the City Council, availability of banner strength poles, and in accordance with City regulations and street banner program policy.

The City will accept the banners from the applicant for the benefit of the citizens of Des Moines for placement on utility poles within the City right-of-way consistent with an agreement executed between the applicant and MidAmerican Energy, the owner of the utility poles. Receipt of the street banners by the City from the applicant is conditioned upon the applicant maintaining the street banners and removing them at the end of their useful life, all as determined by a representative of the Traffic and Transportation Division of the City.

The City's Risk Management Office has reviewed this policy and the risk exposures involved and provided a recommendation as to the insurance requirements that would be applicable. This recommendation requires the organization to provide a minimum of \$1,000,000 liability insurance, naming the City as an additional insured and to hold the City harmless from any accident or injury which may occur in the City right-of-way. However, if the City deems the activity associated with this policy to be such that the City should assume the liability associated with the activity, the Risk Management Office has indicated that the City Council could direct that the City assume responsibility for any third-party liability claims for bodily injury and property damage, but that associations carrying out the activity shall hold the City harmless for any personal bodily injury and property damage that may occur while they perform this activity.