

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

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

99-136

SYNOPSIS -

AGENDA:

Resolution approving a new policy for the placement of street banners on utility poles in the public right-of-way.

APRIL 5, 1999

FISCAL IMPACT -

SUBJECT:

N/A

CITY OF DES
MOINES STREET
BANNER POLICY

RECOMMENDATION -

TYPE:

Approval.

RESOLUTION
ORDINANCE
RECEIVE/FILE

BACKGROUND -

SUBMITTED BY:

ERIC A. ANDERSON
CITY MANAGER

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 the 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.

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 high by 30 inches wide, 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 the City's regulations and street banner program policy.

The applicant shall have proof of an agreement executed between the applicant and MidAmerican Energy, the owner of the utility poles. Approval of the street banners by the City is subject to including the City as an additional insured on the insurance required by MidAmerican Energy and the applicant executing a Hold Harmless agreement with the City.

Approval of the street banners by the City 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 City's Traffic and Transportation Division.