



**CITY COUNCIL  
COMMUNICATION:**

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

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

**00-436**

**SYNOPSIS -**

**AGENDA:**  
  
SEPTEMBER 25, 2000

An ordinance change is proposed to Section 102-330. Standards of Usage, which will allow temporary street banners that announce a public event or public service to be attached to the exterior of skywalk bridges provided specific approval is granted by the City Council under the regulations established.

**SUBJECT:**

PROPOSED  
ORDINANCE  
CHANGE AND  
REQUEST FROM  
GREATER DES  
MOINES  
PARTNERSHIP TO  
HANG BANNERS  
FROM SKYWALK  
STRUCTURES

Approving the proposed ordinance change will accommodate the approval of the Greater Des Moines Partnership's request to hang banners from the exterior of various skywalks in the downtown as indicated in information provided by the Greater Des Moines Partnership (GDMP).

**FISCAL IMPACT -**

This request has no fiscal impact to the City.

**TYPE:**

RESOLUTION  
**ORDINANCE**  
RECEIVE/FILE

**RECOMMENDATION -**

**Approval of the ordinance.**

**SUBMITTED BY:**

FLOYD BENTZ, P.E.  
CITY ENGINEER

**BACKGROUND -**

The GDMP is leading a major marketing campaign of regional and even national scale to build ongoing interest in downtown as a desirable and thriving place to live, work, visit, and play to attract continued economic development and investment.

The message on the 8' x 3' banners will be: "Change Your View".

The banners are proposed to be hung from October 1, 2000 through October 31, 2000. They will be placed to be visible to oncoming vehicular traffic to catch motorists' attention. The material will be a mesh-type fabric that allows skywalk users to see through the mesh

and see the surrounding downtown and/or skyline with a slightly different perspective.

The banners will be a very visible part of the effort to help Central Iowans see and appreciate downtown Des Moines from a new and creative perspective.

In general, street banners are allowed in Des Moines, so long as the applicant obtains a permit from the City Clerk's office and gets approval of the banner design from the City Council. It is proposed that the ordinance would continue to follow this same procedure for the Partnership's request.

There are two primary types of banners that have been used in the downtown: vertical banners installed on street light poles, and horizontal banners suspended across the street between two buildings or poles. Recently, the only banners used have been the vertical type installed on street light poles. A number of years ago, there were two locations between buildings on Locust Street where banners were installed across the street; however, both of these locations are no longer available. These types of banners cannot be installed between two street light poles because the wind load could damage the poles. However, the skywalk bridges could easily support the banners with no additional wind load compared to the existing surface.

City staff has collaborated with staff from the GDMP to address issues of details for hanging the banners, responsibility of hanging and removing the banners, provision of insurance, and identification of specific locations for the banners.

City staff recommends the approval of the ordinance change and approving the Partnership's request to hang banners subject to the following conditions:

1. The banners comply with the requirements for a street banner permit from the City Clerk, including insurance, approval of the design by the City Council, and any other requirements.
2. The banner size, material, and mounting details, including the responsibility for mounting and removing the banners, are such that they will not cause any damage to the exterior surface of the skywalk bridges.

The Skywalk Commission reviewed the proposed ordinance change and the GDMP banner request at its regularly scheduled meeting on September 20, 2000. The Skywalk Commission recommends

approving the ordinance change and granting the request of the GDMP to hang the banners on a trial basis and as per City staff recommendations.

For privately-owned skywalk bridges, the applicant must obtain written agreement from the property owner in addition to the above listed conditions for review and approval by the City's Skywalk Commission and City Council.

The Partnership's list of requested banner locations identifies two privately-owned bridges. These are located at 8th and Pleasant Street and 7th and Pleasant Street. These are marked with an asterisk on the map attached to the Council Fact Sheet.