



Date April 6, 2015

APPROVAL OF PUBLIC EVENT BANNER AT THE DES MOINES CIVIC CENTER

WHEREAS, the City Council has received the accompanying request from Summer Evans, Marketing Manager for Des Moines Performing Arts, seeking approval to install a 30' wide by 30' high banner on the north wall of the Des Moines Civic Center building announcing the return of the Broadway musical Lion King; and,

WHEREAS, Section 134-1276(i)(1)(d) provides that temporary signs which satisfy the following conditions are allowed in any zoning district:

Such signs advertising a public event providing that specific approval is granted under regulations established by the city council.

WHEREAS, Des Moines Performing Arts, formerly known as Civic Center of Greater Des Moines, is a non-profit, 501.c.3 which provides substantial cultural and educational benefits to the citizens of the City of Des Moines and attracts visitors from a regional area; NOW THEREFORE,

BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, that Des Moines Performing Arts is hereby granted approval to install the banner described above on the north wall of the Des Moines Civic Center building from April 20, 2015 through May 18, 2015.

MOVED by _____ to adopt.

FORM APPROVED:

Roger K. Brown (signature)

Roger K. Brown

Assistant City Attorney

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Table with 5 columns: COUNCIL ACTION, YEAS, NAYS, PASS, ABSENT. Rows include COWNIE, COLEMAN, GATTO, GRAY, HENSLEY, MAHAFFEY, MOORE, and TOTAL.

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

MOTION CARRIED APPROVED

Mayor

City Clerk

March 24, 2015

The Honorable Mayor and Members of the City Council
City Hall
400 East First Street
Des Moines, IA 50309

Ladies and Gentlemen:

Please consider Des Moines Performing Arts' request to place a temporary banner on the north side of the Civic Center building in association with the Des Moines presentation of *Disney's The Lion King*. The large banner is similar to those which were hung in the past: in 2009, 2011, and 2013 for *Wicked* and in 2006 and 2010 for *The Lion King* as well. The proposed location is shown in the attached diagram. Our plan is to install the 30' x 30' banner the week of April 20, 2015, and keep it in place until *The Lion King's* appearance ends on May 18, 2015.

Since its launch, *The Lion King* has been one of the most popular Broadway shows not only in New York but throughout the country. We believe that this banner will serve as a civic "welcome" for the many patrons who will visit the downtown area during the run.

Sincerely,



Summer Evans
Marketing Manager

cc: Banner artwork
Placement diagram (2)



09-683 DISNEY THEATRICAL
LK BANNER 30" X 30"
SEND PAPER WORK WITH BANNER

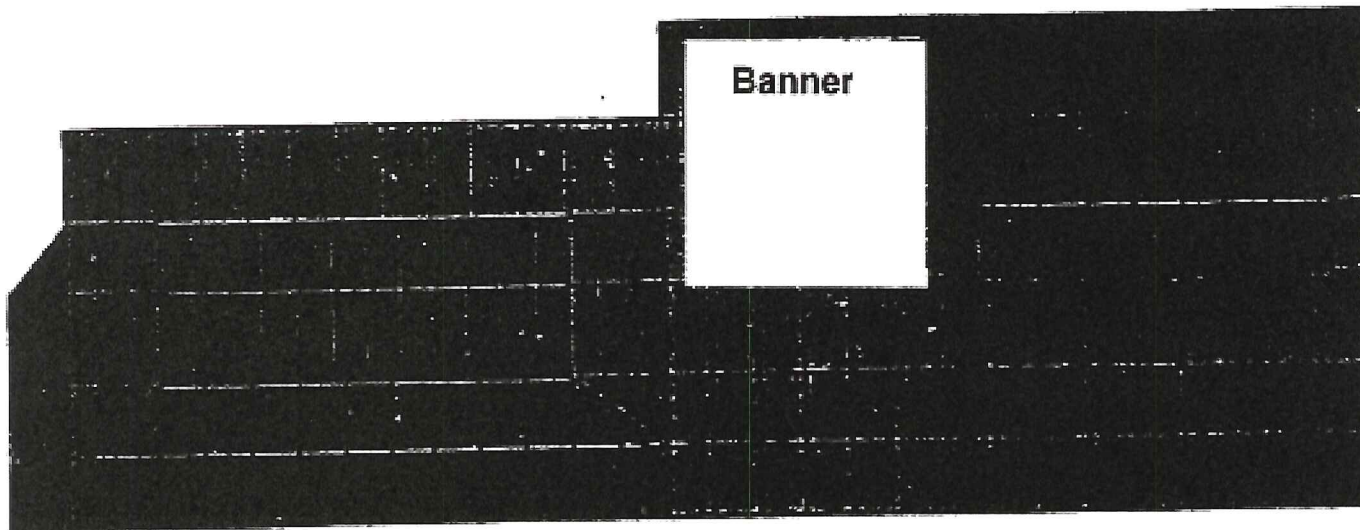
30

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Des Moines Performing Arts

Proposed Location:
THE LION KING Street Banner

For the period of
April 20 to May 18, 2015



NORTH (Locust Street) side of building, as viewed when facing SOUTH.

30

Des Moines Performing Arts

Proposed location -
THE LION KING Street Banner
Installation: Week of April 20, 2015
through May 18, 2015

