



Applicant Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Purpose of Banner Request _____

Requested Display Dates From: _____ To: _____

Requested Banner Display Boundary (provide street names):

North Boundary Location: _____

South Boundary Location: _____

East Boundary Location: _____

West Boundary Location: _____

Contractor Installing / Removing Banners: _____

Street Light Banner Program Guidelines

The Street Light Banner Program is intended to instill a sense of pride in the community, add a decorative element to the city's streetscape, promote redevelopment, neighborhood revitalization, community activities, special events, and other cultural or sporting activities, as well as promote programs important to the city's image, economic interest and organizations serving the community.

Banners must be fabricated to meet the specifications listed below. The applicant is responsible for coordinating the fabrication, installation, maintenance, and removal of banners and all bracket hardware.

Eligibility

The Street Transportation Department will review the application and evaluate compliance with the eligibility criteria.

- **Banners cannot be used to advertise a specific product, service, or corporate entity.**

An eligible banner is one that promotes:

- The identity of the adjacent corridor by functioning as a common element that unifies the corridor.
- A City of Phoenix sponsored public event; a significant milestone for the City; or an event of regional magnitude that benefits the City of Phoenix's economic interest.
- Banners will not contain any reference to or depiction of any of the following:
 - Political or religious theme;
 - Any obscene act, gesture, or word;
 - Any sale or use of alcohol or tobacco
 - Any sale or use of pornography
 - Any promotion or advertising of gambling
- Banners are not to display the word "stop", "drive", "danger" or any other word, phrase, or symbol likely to interfere with or mislead pedestrian or vehicular traffic.
- Recognition of a corporation or business sponsoring the cost of an event shall be allowed but shall be no larger than 20% of the banner area and be placed at the bottom of the banner. Sponsor identification should not be the predominant element of the design.

Requirements:

- The City allows only vertical banners to be displayed. Banners or signs displayed on private property are regulated through the City's zoning ordinance.
- Banners shall be installed only on streetlight poles within the boundaries of the approved corridor.
- Banners may be installed on every streetlight pole or on every other streetlight pole within the boundaries of the approved corridor.
- Only one banner may be attached to any one streetlight pole at a given time.
- Approved banners may only be displayed on arterial and collector streets that are predominantly commercial.
- Banners cannot be installed over light rail.
- No banner shall be attached to any utility pole or wooden pole.
- No banner shall be placed on streetlight poles located on bridge decks.
- No banner shall be placed upon traffic signal posts or signs nor obstruct motorist's view of traffic signals.



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- No banner shall be placed within 200' of a traffic signal.
- No banner shall be attached to electric wiring or energized by electricity, except City decorations for the Christmas holiday season.
- Banners shall be displayed no less than 18' above finished grade

Size

2'-0" wide by 7'-6" high

2'-6" wide by 6'-0" high

Specifications

- 13 oz. scrim (glossy or non-glossy)
- True two-sided process
- Bleed resistant technology
- 3" double-stitched centered pocket at top and bottom
- Background non-reflective
- 150 dpi outdoor heavy ink coverage
- Metal grommets in corners
- Banner saver brackets or a comparable equal.

General Provisions

Banners are reserved on a first-come, first-serve basis. To reserve streetlight pole banner space, submit the attached banner application to:

**Street Transportation Department
Street Maintenance Division
Attn: Banner Program
200 W. Washington Street, 5th Floor
Phoenix, AZ 85003**

Or email application and all supporting material to terry.mcavoy@phoenix.gov

Applications will be accepted no later than 45 days and no sooner than 1 year prior to the requested installation date.

- Applicant will be notified of the application status within approximately 2 weeks.
Allow an additional week for banner requests within Light Rail corridors
- All banner designs must be approved prior to installation. A full-color copy of the banner design must accompany the application.
- Applications will not be processed without Certificate of Liability Insurance. Insurance must be provided by the applicant and by the contractor performing the installation and/or removal of banners. The City of Phoenix must be named as an additional insured.
- Upon approval, banners may be fabricated and installed.



- Costs of and coordination for banner installation and removal are to be arranged directly between the applicant and the fabrication/installation vendor of choice.

Banners may be displayed up to 3 consecutive months but are eligible for extension. Each extension would be limited to 3-month intervals. In the absence of a competing application, the original applicant could request an extension. All requests must be made in writing. If there is a competing application, the new applicant would receive priority. Banners specific to an event in the corridor may be displayed no more than 30 days prior to the event and must be removed within two (2) days after the event.

Installation and Removal

- The installation and removal of banners will not take place between the hours of 6:00 a.m. and 8:30 a.m. and 4:00 p.m. and 6:30 p.m., Monday through Friday, nor during the hours of darkness.
- All work performed in the roadway must comply with all requirements in the City of Phoenix Barricade Manual.
https://www.phoenix.gov/streetssite/Documents/d_039129.pdf (Chapter 4 pgs. 33-37)
- For questions concerning the Barricade Manual call 602.262.6235

Maintenance

Banners must always be maintained. The maintenance and upkeep of banners is the sole responsibility of the applicant. Banners in disrepair must be replaced or repaired within seven (7) calendar days of notification. The City has no duty but may remove banners that are not maintained as described herein. Maintenance and upkeep include, but are not limited to:

- Loose banners
- Torn banners
- Fallen banners
- Faded or discolored banners
- Broken brackets and/or missing bracket stems

Banner Program Location Exceptions:

These guidelines do not pertain to banners displayed within the Downtown Phoenix Core (7th Street to 3rd Avenue, Fillmore to south of Jackson Streets. This area is under the Downtown Phoenix Partnership Boundary, or banners displayed at Phoenix Sky Harbor International Airport.

Downtown Phoenix Core: Contact the Downtown Phoenix Inc. at 602-254-8696 for more information about banner display in the Downtown Phoenix Core.



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Phoenix Sky Harbor International Airport: Contact Aviation Department at 602-273-3383 (Operations Ground Transportation) or 602-273-4046 (Operations Landside) for more information about banner display at Phoenix Sky Harbor International Airport.

Insurance Requirements

The City of Phoenix has established insurance requirements for Banner Program applicants entering into agreements with the City for displaying banners. Before commencing use or services under an agreement with the City of Phoenix a certificate of insurance that complies with the requirements referenced below must be furnished.

All banner program applicants shall secure Public Liability coverage with a minimum of \$500,000 per occurrence, \$300,000 per person and \$100,000 per property damage. The City will accept Commercial General Liability and Auto Liability coverages in lieu of a Public Liability policy.

All banner program applicants shall name the City of Phoenix, its departments, agencies, officers and employees as an "Additional Insured". Applicant agrees to take all responsibility and liability for installation and removal of banners. Applicant shall obtain certificates of insurance from all vendors participating in the banner install / removal unless covered under applicant's insurance policy. Applicants must comply with all requirements listed in this section.

Complete and accurate certificates must be received by the Banner Program Manager with your signed application. For more information or questions regarding insurance requirements, please contact the City of Phoenix Finance Department at 602-262-7166. Banner application approval letters will not be issued until all insurance requirements are satisfactorily met.

In addition, specific display date(s) and locations(s) of the banner, to include set up and take down, must be stated clearly on the certificate.

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Hold Harmless and Indemnification:

THE APPLICANT AGREES TO INDEMNIFY, DEFEND AND HOLD HARMLESS THE CITY OF PHOENIX, ITS MAYOR AND COUNCIL, APPOINTED BOARDS AND COMMISSIONS, OFFICIALS, OFFICERS, EMPLOYEES, INDIVIDUALLY AND COLLECTIVELY; FROM ALL LOSSES, CLAIMS, SUITS, ACTIONS, PAYMENTS AND JUDGEMENTS, DEMANDS, EXPENSES, ATTORNEYS' FEES, DEFENSE COST, OR ACTIONS ANY KIND AND NATURE RESULTING FROM PERSONAL INJURY TO ANY PERSON, INCLUDING EMPLOYEES OF THE APPLICANT, CONTRACTOR OR SUBCONTRACTOR (INCLUDING BODILY INJURY OR DEATH) OR DAMAGES TO ANY PROPERTY ARISING OR ALLEGED TO HAVE ARISEN OUT OF THE NEGLIGENT PERFORMRANCE OF THE APPLICANT, CONTRACTOR OR SUBCONTRACTOR. I FURTHER ACKNOWLEDGE THAT PRIOR TO SUBMITTING THIS APPLICATION I HAVE THOROUGHLY REVIEWED THE CITY OF PHOENIX TRAFFIC BARRICADE MANUAL. I HAVE READ THE FOREGOING APPLICATION AND I ACKNOWLEDGE THAT I AM RESPONSIBLE FOR THE INSTALL AND REMOVAL OF BANNERS AND FOR ANY DAMAGE CAUSED BY BANNERS TO PROPERTY. IT IS MY RESPONSIBILITY, AS THE APPLICANT, TO ENSURE THE BANNERS COMPLIES WITH ALL CITY, COUNTY & STATE REQUIREMENTS/LAWS.

DOCUMENTS THAT MUST ACCOMPANY THE BANNER APPLICATION:

1. Certificate of liability insurance as described above
2. Rendering of content to be displayed on banners
3. Map highlighting the boundary of banner display

I agree to all terms and conditions presented in the Banner Program application.

Applicant Signature _____

Date _____