Street Light Banner Guidelines

The Banner Program is intended to provide 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 included in this packet. The applicant is responsible for coordinating the fabrication, installation, maintenance, and removal of banners and all bracket hardware.

Eligibility

A committee consisting of representatives from different City departments will review the application and evaluate compliance with the eligibility criteria.

An eligible banner is one that promotes:
• The identity of the adjacent corridor by functioning either as a way-finding system or 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.

Additionally,
• Banners cannot be used to advertise a specific product, service, or corporate entity.
• Banners will not contain any reference to or depiction of any of the following:
  o Political or religious theme;
  o Any obscene act, gesture, or word;
  o Any sale or use of alcohol or tobacco products;
  o Any sale or use of pornography; or
  o 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 street light poles within the boundaries of the approved corridor.
• Banners may be installed on every street light pole or on every other street light pole within the boundaries of the approved corridor.
• Only one banner may be attached to any one street light 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 street light poles located on bridge decks.
• No banner shall be placed upon traffic signal posts or signs nor obstruct motorist’s view of traffic signals.
• 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.

**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 street light 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. 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, as they are subject to additional regulations and review.
• 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. 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 displayed without approval will be removed at the organization or association’s expense.

Corridor 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 first 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 2 days after the event.
**Installation and Removal**
Installation and removal of approved banners/brackets is the sole responsibility of the applicant and the company performing the work must be bonded, insured, and licensed to do work in Phoenix. The applicant and the applicant’s vendor must coordinate the installation and removal schedule with the city of Phoenix Right-of-Way Management section and abide by the Traffic Barricade Manual. Banners shall be displayed no less than 18’ above finished grade. Unless otherwise arranged and approved by the Street Transportation Department, the installation and removal of banners will not take place between the hours of 6:00 a.m. and 9:00 a.m. and 3:00 p.m. and 7:00 p.m., Monday through Friday, nor during the hours of darkness.

**Maintenance**
Banners must be maintained at all times. The maintenance and upkeep of banners is the sole responsibility of the applicant. Banners in disrepair must be replaced or repaired within 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 – see Attachment: Downtown Phoenix Partnership Boundary), or banners displayed at Phoenix Sky Harbor International Airport.

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

**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.