



Downtown Spokane: Community Street Banners

In an effort to promote special events, the Downtown Spokane Business Improvement District (BID) encourages use of the downtown community banner program to enhance the promotion and esthetic of downtown.

A Community Banner is a temporary banner made of sturdy cloth or vinyl that is not commercial advertising that has the purpose of the promotion of a civic event, public service announcement, holiday decorations, or similar community and cultural interests and is placed on a structure located in the public right-of-way, **subject to procedures authorized by the city administration**. Under the banner program, the BID, through the BID operator, is responsible for reviewing banner designs, installing and removing banners, coordinating rotations of banners and ensuring quality control standards throughout downtown. The BID shall not be responsible for any theft, vandalism or weather damage that may occur.

SMC 17C.240.240 G. 7 states: Community banners may be permitted over a public street if it: is not commercial advertising but, rather, has as its principal purpose the promotion of a civic event, public service announcement, holiday decoration, or similar community interests; ; complies with all applicable codes and officially adopted policies; and does not, in the judgment of the street director, present a traffic hazard. Pursuant to these guidelines, a community banner is of a temporary nature, made of sturdy cloth or vinyl placed on a structure in the public right of way.

Banner applicants are responsible for requesting banner space, developing a design proposal, producing banners according to the BID specifications and paying all required costs and fees.

Eligibility

The following criteria are assessed in the approval of proposed banners:

- Applicants must be a nonprofit organization, a neighborhood organization or a non-profit business organization; and
- Banners shall promote special events permitted by the City, open to the public, and partially or primarily located in downtown Spokane; or
- Banners shall celebrate or draw attention to seasonal activities; or
- Banners shall promote a public awareness campaign.

Light poles on Post Street, Wall Street, Riverside, Main Ave, and Spokane Falls Blvd. are equipped for flags. Downtown Spokane will install flags for special events under the above criteria.

As per City Ordinance, street banners cannot be for commercial advertising purposes. To assure that the banners comply with City Ordinance, the BID operator requires pre-approval of design before banners are produced.

Costs

The fee for use of city poles is \$20 per pole, which covers installation and removal of new and existing banners. Applicants are responsible for all costs related to the design, production, and delivery. At the aforementioned cost, banners will be displayed for four weeks prior to the event, depending on the needs of the applicant. Additional weeks may be available for an additional fee of \$___ per week, depending on availability. All fees must be paid in full to the Downtown Spokane Business Improvement District one week prior to installation.

Location

1. Placement of banners within any given zone will be administered by the BID operator pursuant to applicable polices and guidelines.
2. Applicants may request to hang banners in one or more zones on a first-come first-served basis.
3. Banner location preferences are identified by the applicant; however, overlapping events may require coordination by the BID Operations Director.
4. Banner promotions shall hang for a minimum of four weeks.
5. New banner bracket locations may be selected with approval of the Streets Director who may require that additional structural analysis be provided prior to approval and installation. The cost for new brackets and their installation will be covered by the applicant.

Zone	Location	Banner #	Zone fee
Zone 1	Spokane Falls between Brown and Monroe	8	\$160
Zone 2	Main between Washington and Monroe	18	\$360
Zone 3	Riverside between Washington and Monroe	16	\$320
Zone 4	Sprague between Washington and Monroe	15	\$300
Zone 5	Washington between First and Spokane Falls	6	\$120
Zone 6	Stevens between Railroad and Spokane Falls	12	\$240
Zone 7	Howard between Railroad and Spokane Falls	10	\$200
Zone 8	Post between Riverside and Main (Small)	23	\$345
Flag zone	Post, Wall, Riverside, Main, Spokane Falls	36	\$100

Installation

The BID banner contractor has the sole responsibility for installation and removal of all banners.

Approval

Reservations will be accepted up to one year but no less than one month in advance of the requested installation date. Priority shall be given to reoccurring annual applications. Applicants can expect notification of approval/denial/adjustments within two weeks of submittal. All applicants must submit a completed application and design proposal. Upon approval of an application, a nonrefundable deposit of \$100 is required to secure the reservation. This deposit is applicable toward the total cost of installation. An application shall be denied if it fails to meet the eligibility requirements set forth above.

Applicants must submit the design of banner at least one month prior to reservation date for approval, though it is preferred that design is submitted with the application. This requirement does not apply to applicants who have utilized the banner program in the past if the banner design has not changed. Applicants are strongly encouraged not to have banners produced prior to first approval.

Specifications

Banners are intended to promote Downtown special events and not serve as a commercial advertisement tool.

Corporate sponsorship may be identified with a maximum size of 2 inches tall and only with the approval of the Downtown Spokane BID.

Street banners are different from most graphic designs. They are generally viewed quickly or from a distance. Therefore, the message needs to be conveyed rapidly. A small number of design elements, bright, contrasting colors, and large, clear typography are common elements of successful banner designs. The design of new and/or modified banners will require approval by Downtown Spokane BID.

Applicants are responsible for maintaining the physical look of their own banners during the duration of their banner promotion and are responsible for providing replacement of banners, when necessary. The installation of replacement banners will be performed by the BID banner contractor.

Reoccurring event banners may not hang for more than five years (or 20 total weeks) without a review of the condition of the banners. Faded and torn banners will not be displayed and the applicant is responsible for its re-placement.

Production Costs

Banners range in cost from about \$100-400 per banner depending on how many colors are used, the design, materials, and quality. Lower quality banners will last for a shorter term through the weather, elements, and traffic.

Timeline

1. One year (to one month) prior to event date: Application and design proposal submitted to Downtown Spokane.
2. Two weeks following application: Downtown Spokane responds with approval/rejection or amendments to the application.
3. Once approved, requesting organizations must pay a deposit of \$100 to hold the space. Approved applications are added to the banner annual calendar by Zone.
4. Banner design approved.
5. Six months to one month prior to event date: Applicant produces banners according to design specifications.
6. Six weeks prior to event date: Newly produced banners are delivered to Downtown Spokane.
7. Five weeks prior to event: The balance of the fees are paid to Downtown Spokane.
8. Four weeks before event: Banners installed
9. One week following event: Banners are taken down and stored by Downtown Spokane or delivered back to Applicant based on selected preference.

Large banner

Finished size of 30"x 94 1/2"

[Click for template](#)

Small banner (Post Street only)

Finished size of 18" x 36"

[Click for Template](#)

Vinyl banner material should be at least 16-18oz, higher quality and thickness of material ex-tend the life of the banner. White backgrounds are not recommended as they quickly dirty. Grommets are required on both the top and bottom of the inside of the banner to attach to the pole. Grommets should be installed through the sleeve's multiple layers so that they do not rip out easily.

Flags

Finished flag size should be 2'x 3', attached to a 5' pole 1" in diameter.

Production Resources

- Screen Tek - Liberty Lake, 509-928-8322
- DiJulio Display - West Side, 800-321-9627
- Instant Sign Factory – Spokane, 509-456-3333
- Cassel Promotions – Spokane, 509-747-0062
- Designer Decal - Spokane 509-535-0267

To calculate the number of required banners, add together the banners in approved Zones and add a minimum of two additional banners per Zone (for flags add an additional five).

Contact

Marketing and Programming Manager, Elisabeth Hooker

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Downtown Spokane Office

10 N Post Street, #400

Spokane, WA 99201

Hours: 8:30am-5pm, M-F

Please call ahead: 509.456.0580