



Downtown Spokane: Skywalk promotion

Construction on Spokane's expanse of sky bridges began in the 1960's when the Parkade was connected with the historic 1890 Bennett Block building and the Bon Marche (now Macy's). The convenience of going between

City Ordinance (Ord C34819 Section 2) states: Special Event Signs. No sign permit is required. Such temporary signs may be placed upon the premises of the business only and shall not be larger than twenty square feet. Said signs shall not be posted or attached to telephone poles, power poles, or other public utility facilities. Such signs may be displayed thirty days prior to an event and must be removed within seven days after the event's conclusion. The event committee for which the sign is displayed shall be responsible for its removal and subject to the penalties as provided in this code. Searchlights may be permitted by any business provided the beam of light does not flash against any building or does not sweep an arc of forty-five percent from vertical. All banners must be legible, made of durable materials, and must be well maintained.

a covered parking area to shops and restaurants without going out into the elements caught on quickly. As one of only three North American cities to boast a skywalk system, these covered walkways are uniquely our own. Currently 15 skywalks cover about a dozen city blocks. In the spring and winter you will notice seasonal messages highlighting all that Spokane has to offer. In collaboration with building owners, the DSP assists with the use of these gems for promotion of community events.

Downtown Spokane works closely with skywalk owners and property managers to enhance downtown environment through promotion of community events using the available spaces in downtown's skywalk system.

As per Spokane Municipal Code, Skywalk displays must be related to special events. **To assure that the banners comply with City Ordinance, the Downtown Spokane Partnership requires pre-approval of design.**

Eligibility

- Message must encourage a positive image of downtown Spokane.
- Applicants must be, or associate with, a nonprofit organization or community partner.
- Message may promote Citywide special events or activities open to the public.
- May celebrate or draw attention to seasonal activities.
- May promote a public awareness campaign.

Skywalk locations

Each skywalk property manager is responsible for the maintenance of the skywalks. Downtown Spokane is happy to connect with property manager on your behalf to coordinate the promotion of community events via the skywalk system. No all skywalks are appropriate for exterior promotion.

Availability

Downtown Skywalks are not available for promotion during spring (Mid-April to June month-end) and from Thanksgiving through First Night. During that time the skywalks are reserved for Downtown Spokane seasonal promotions.

Production

Expect a cost of between \$500-\$1,000 per skywalk depending on the type of production. Downtown Spokane requires approval of all designs before implementation. Requestors

are solely responsible for the production, installation, and clean-up of the promotion. Email all designs to Marketing and Programming Manager, Elisabeth Hooker, at lizh@downtownspokane.net.

| Street | Property 1 | Property 2 |
|---------------|----------------------------------|---------------------------------|
| Spokane Falls | City Hall | River Park Square Garage |
| Spokane Falls | Convention Center | Davenport Grand Hotel |
| Main | River Park Square | West 809 |
| Main | River Park Square | Crescent Bldg |
| Riverside | US Bank Bldg, Old National Bank | Paulsen Center |
| Riverside | Bank of America Center | 618 W. Riverside |
| Riverside | STA Plaza | Umpqua |
| Sprague | Bank of America Financial Center | Bank of America Garage |
| Lincoln | Spokane Library | River Park Square |
| Post | Crescent Bldg | River Park Square |
| Wall Street | Macy's | West 809 |
| Wall Street | Crescent Bldg | Chase Bldg |
| Wall Street | STA Plaza | Bank of America Center |
| Howard | Chase Bldg | Parkade |
| Stevens | 502 Riverside | US Bank Bldg, Old National Bank |

Paint

Paint creates the biggest impact, Downtown Spokane recommends painter Stan Burke at 509.325.3632 or Del Croff at 509.534.3288. Window washing can be arranged through West Coast Window Cleaning. The average charge for cleaning is \$200 per skywalk, depending on skywalk size.

Window Banners

Window banners are an attractive option, but are not effective on all skywalk windows (many windows are tinted and reduce visibility).

Exterior vinyl clings

Clings are a possibility, but not suggested, as they require a street closure for installation.

Suggested 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

Because the skywalks are a public space, it is recommended that designs be simple and durable to prevent vandalism. Painted designs are most effective when placed high on a window and utilizing outlines to prevent scratches on the surface.