

16th STREET MALL

Banners

Information Packet

Governed under Division 8, Section 49-437 Temporary Signs

This program is governed by Section 49 – 437 of the Revised Municipal Code. By reference, they are made part of the application. Additional information may be requested to determine special conditions for granting a permit. Acceptance of this application by Downtown Denver Business Improvement District does not constitute approval. Approval of the application does not guarantee location.

Neither the Downtown Denver Business Improvement District, City and County of Denver nor Block by Block are responsible for lost or damaged banners.

A rendering showing dimensions, wording, colors, graphics, and all logos need to be submitted at the time of application. All designs must be approved by the Mall Use Committee. Permission may be granted by the Manager of Public Works for the erection, on or over the public property, of temporary display banners or other cloth decorations or signs for occasions, including, but not by way of limitations, religious, charitable, civic, and festive occurrences; for conventions; for Christmas decorations; in celebration of some event religious, national state, or civic significance; and in honor of a visit from a person of note. Such sign, when extended over a public street shall maintain a minimum clearance of fourteen (14) feet, six (6) inches. **No advertising of a commercial nature shall appear in connection with any such decoration.** A sign removal bond in the form of a certified check in a proper amount corresponding to a schedule on file in the office of the Manager of Public Works shall be posted before any such banner or decoration is installed.* All such signs, banners, or decorations shall be satisfactorily removed as required by the permit issued therefore; otherwise, the removal bond shall be forfeited. (Code 1950, 33.6 – 3)

*Bond required at discretion of Downtown Denver Business Improvement District.

The Mall Use Committee, under authority from the Manager of Public Works, has determined that this ordinance is also application to posters and flyers displayed or distributed through the 16th Street Mall Directories.

The Mall Use Committee, under authority from the Manager of Public Works, has determined that logos may appear on banners, posters, and flyers, provided that total space allocated for logos is less than 10% of the entire surface.

**Thank you for thinking of the 16th Street Mall
to publicize your upcoming event.**

Application Guidelines

1. Complete and return the enclosed application and \$25 application fee. Be sure to complete all sections of the application and include a rendering of the proposed banners, posters, and/or flyers in order to avoid delaying the application process. Applications are reviewed by a committee on a monthly basis. You will be notified of the committee's decision within a week of the meeting.
2. After receiving schedule and design approval, you may manufacture the banners, posters, and/or flyers. (See enclosed technical specifications.)
3. Deliver banners and/or flyers to CSG at:

Consolidated Services Group
1101 West 36th Avenue
Denver, CO 80211

Deliver posters to Downtown Denver Partnership at:

1515 Arapahoe Street, Tower 3, Suite 100
Denver, CO 80202
Phone: 303-534-6161

4. After your scheduled banners or poster rental, pick up banners and/or posters from CSG within one week of the last day of use.

Any banners and/or flyers remaining after this time will be disposed of without further notice. Contact CSG to coordinate pick up of banners and/or flyers.

Design Guidelines

1. Logos may only take up 10% of the total banner space.
2. Make sure the message is simple.
3. If renting all of the banners on the Mall, you are limited to two weeks and you must use multiple designs.
4. You may rent half the banners for a period of 6 weeks.
5. If you wish to rent all the banners for longer than 2 weeks, you must receive special approval from the Mall Use Committee and you must use multiple designs.
6. The Mall Use Committee must approve all designs.
7. The space may not be used for commercial advertising.

The following designers and printers are provided as a courtesy. You are not required to use them.

Designers:

ArtHouse Design
303.892.9816

Design Mine, Inc.
303.347.9090

Zebra Graphics
720.891.1442

Printers:

Adams McClure
303.777.1984

Alpha Graphics
720.261.8070

Harmonic Media
303.565.4655

Fineline Graphic
303-893-9215

Happy Llama
720-381-6820

Raven Printing
303.989.1980 x213

Sign Language
303-645-4510

FastSigns
303-446-0898

Date Received: _____

Check Number: _____

Return completed application and \$25 application fee to:

Downtown Denver Business Improvement District

Downtown Environment Coordinator

1515 Arapahoe Street, Tower 3, Suite #100

Denver, Co 80202

Ph: 303.534.6161 • Fax: 303.534.2803



Banners Application

Applicant Information:

Name: _____

Address: _____

Company: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

☐ For profit

☐ Not for profit

501(c)3 Number: _____

(must be filled out to be eligible for the non-profit rate)

Business Description:

Brief description of company or organization:

Brief description of the event or message you are promoting.
(Mall banners are rented to groups/organizations for special occasions in Downtown, including décor, conventions & public events).

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Street Light Banners Currently Not Available

20 Street Light Poles are available for rental.

Street light banners are located at each intersection along the Mall between Cleveland and Market St.; two banners are required for each pole.

- Size: 30" x 80"
- Material: Vinyl - 13 ounces or greater
- Attachments: 4" sleeves at top and bottom of banner & grommet at the middle inside edge to attach the banners together.
- Wind Holes: 3 to 4 semi-circle wind holes are required on each banner to relieve wind pressure.
- Banners: Banners should be doubled sided for maximum exposure.
- # of banners: Two banners required per pole.

1. Has your banner been hung on the 16th Street Mall before?
☐ Yes ☐ No

2. How many sets of banners would you like to hang?
1-20 _____

3. Dates of intended use: _____

4. Indicate your choice of location below.

_____ 0-B Market-Blake _____ 7-A Stout-California
_____ 7-B

_____ 1-A Market-Larimer _____ 8-A California-Welton
_____ 1-B _____ 8-B

_____ 2-A Larimer-Lawrence _____ 9-A Welton-Glenarm
_____ 2-B _____ 9-B

_____ 3-A Lawrence-Arapahoe _____ 10-A Glenarm-Tremont
_____ 3-B _____ 10-B

_____ 4-A Arapahoe-Curtis _____ 11-A Tremont-Court
_____ 4-B _____ 11-B

_____ 5-A Curtis-Champa _____ 12-A Court-Cleveland
_____ 5-B _____ 12-B

_____ 6-A Champa-Stout _____ 13-A Cleveland-Broadway
_____ 6-B

Planter Mast Banners

16th Street Mall: Currently Not Available

There are 53 planter masts on the Mall and each planter mast has space for 4 banners – 2 small and 2 large. You have the option to rent all (53) or half (27) of **either or both** of the small or large planter masts. If you want to rent all (53) of either the small or large of the planter masts, you will need to make 106 banners. If you rent half (27) of the planter masts, you will need to make 54 banners.

- Small Size: 19" x 28"
- Large Size: 19.5" x 61.75"
- Material: Vinyl (13 ounces or greater) or a durable canvas.
- Attachments (Large): 3" sleeve at top & bottom of banners & a grommet at the middle inside banner edge to attach together.
- Attachments (Small): 3" sleeve at top & grommet at the bottom inside of the banner. Small banners can be rectangular or tapered at bottom.
- Banners: Banners should be doubled sided for maximum exposure.

1. Which size planter mast would you like to reserve?

☐ Small 19" x 28" ☐ Large 19.5" x 61.75"

2. Would you like to reserve all or half of the planter masts?

☐ All (53) sets ☐ Half (27) sets

3. Dates of intended use: _____

California Street Banners:

There are 23 banner masts on California Street between 14th & 16th Streets. Each planter mast has 4 banners – 2 small and 2 large. You have the option to rent all (23) or half (12) of **either or both** of the small or large masts. If you want to rent all (23) of either the small or large of the planter masts, you will need to make 46 banners. If you rent half (12) of the planter masts, you will need to make 24 banners.

1. Which size planter mast would you like to reserve?

☐ Small 19" x 28" ☐ Large 19.5" x 61.75"

2. Would you like to reserve all or half of the planter masts?

☐ All (23) sets ☐ Half (12) sets

3. Dates of intended use: _____

- Attachments (Large): 3" sleeve at top & bottom of banners and a grommet at the inside middle edge.
- Attachments (Small): 3" sleeve at top & grommet at the bottom inside of the banner. Small banners can be rectangular or tapered at bottom.
- Banners: Banners should be doubled sided for maximum exposure.

14th Street Banners:

There are 60 banner poles on 14th Street.

You have the option to rent all (60) or half (30) of the banners.

1. Would you like to reserve all or half of the planter masts?

☐ All (60)

☐ Half (30)

2. Dates of intended use: _____

- Attachments: 3" sleeve at top & bottom of banners and a grommet at the inside middle edge.
- Banners: Banners should be doubled sided for maximum exposure.

Renderings showing dimensions, wording, colors, graphics and all logos must be included with the application for all programs. Designs must be approved by the Mall Use Committee before production begins.