

# **16<sup>th</sup> STREET MALL**

## **Banners, Posters, and Flyers**

### **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 16<sup>th</sup> 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 36<sup>th</sup> 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
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## 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, Posters, Flyers Program  
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).

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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 Service Group Inc. 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.** The Mall Use Committee, under authority from the Manager of Public Works, has determined that sponsor logos may appear on banners, posters, and flyers, provided that total space allocated for logos is less than 10% of the entire surface. 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 or 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 16<sup>th</sup> Street Mall Directories.

## Street Light Banners

### 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 16<sup>th</sup> Street Mall before?

- Yes  No

2. How many sets of banners would you like to hang?

1-24 \_\_\_\_\_

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

### 16<sup>th</sup> Street Mall:

There are 63 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 (63) or half (32) of **either or both** of the small or large planter masts. If you want to rent all (63) of either the small or large of the planter masts, you will need to make 126 banners. If you rent half (32) of the planter masts, you will need to make 64 banner.

- 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 (63) sets  Half (32) sets

3. Dates of intended use: \_\_\_\_\_

### California Street Banners:

There are 18 banner masts on California Street between 14<sup>th</sup> & 16<sup>th</sup> Streets. Each planter mast has 4 banners – 2 small and 2 large. You have the option to rent all (18) or half (9) of **either or both** of the small or large masts. If you want to rent all (18) of either the small or large of the planter masts, you will need to make 36 banners. If you rent half (9) of the planter masts, you will need to make 18 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 (18) sets  Half (9) 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 63 banner poles on 14th Street.  
You have the option to rent all (63) or half ( 32) of the banners.

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

- All (63)                       Half (32)

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.

### Flyers/Brochure Boxes

**27 flyers/brochure cases are available for lease.**

Flyer boxes are located in the wayfinder signs located at each shuttle stop along the Mall.

- Minimum Flyer Size: 3 ½" x 6"
- Maximum Flyer Size: 3 ½" x 10"

1. Dates of intended use: \_\_\_\_\_

2. Would you like to rent all or half of the boxes? If you rent half, your flyers will be placed in every other box on each side of the street.

- All                       Half

**\*See design guidelines on first page for design specification.**

## Poster Cases

27 Poster cases are available for lease. Poster cases are located in the wayfinder signs at each shuttle stop along the Mall. Cases are broken down into 4 groups. You have the option to rent one or more groups. See Below.

Your poster must be a minimum to maximum size. If the poster does not meet these specifications, they will be rejected. The sizes are:

- Minimum poster size: 13" x 22"
- Maximum poster size: 15" x 25"

1. Dates of intended use: \_\_\_\_\_

2. Poster cases are rented in groups. Select from the groups below. (N=North, S=South)

### Group A

Court	N
Tremont	S
California	N
Champa	S
Arapahoe	S
Lawrence	N
Wynkoop	N

### Group B (not currently available)

Cleveland	S
Glenarm	N
Welton	S
Champa	N
Curtis	S
Larimer	N
Wynkoop	S

### Group C

Court	S
Welton	N
California	S
Stout	S
Curtis	N
Lawrence	S
Wazee	S

### Group D

Tremont	N
Glenarm	S
Stout	N
Arapahoe	N
Larimer	S
Wazee	N

**\*See design guidelines on first page for design specification.**