

Downtown Banner Program Mission Statement and Guidelines (January 2020)

The Purpose of the Banner Program is to maximize exposure for banner sponsors and enrich the aesthetics of the downtown environment. Through the Banner Program, the following goals are accomplished:

- Added color and excitement in downtown St. Louis
- Promotion of cultural and civic events
- An effective and efficient downtown streetscape program

Downtown STL, Inc. holds a permit from the City of St. Louis to erect banners on streetlight standards in the downtown area that are owned/maintained by the City of St. Louis.

As such, banners can be scheduled for installation following execution of a contract between Downtown STL, Inc. and the sponsoring organization with full payment by the sponsor in advance. Banners are the property of the sponsor and must be claimed by the sponsor within 48 hours of being taken down.

Downtown STL, Inc. is not responsible for disappearance of or damage to banners from any cause including but not limited to wind, weather, theft, vandalism, or fire. It is recommended that sponsor order ten percent more banners than will be erected for use as replacements in the event of damage or disappearance. Cost of banners and/or brackets needing repair while installed will be the responsibility of the sponsor and billed at the rate of actual out of pocket expense for such adjustments.

Two banners are installed on brackets on each light standard with images on both sides of each banner. The cost per light standard is as follows: \$45 for installation and removal and a \$16 maintenance charge per month. Note that these prices are subject to change.

In the event banners are to be erected on light standards without brackets, the sponsor is required to purchase brackets at a cost of \$90 per light standard plus a \$45 installation charge in addition to the cost in the preceding paragraph. The sponsor agrees that such brackets will be donated to Downtown STL, Inc. upon installation and will remain on the light standards for future use after the banners are taken down. Note that these prices are subject to change.

Erection of banners shall be subject to the following guidelines:

1. The purpose of banners on streetlight standards is to improve the aesthetic appearance of downtown and to call attention to community non-profit activities, St. Louis institutions, and achievements or milestones in the revitalization of downtown. **Their purpose is not to advertise individual businesses or to sell merchandise, products or services.**

2. Banners shall be as non-commercial as possible. High priority shall be given to banners with no message whatsoever or to banners heralding non-profit institution or events. The name of a for-profit sponsor or sponsors may appear on such banners in smaller type (no larger than six inches tall) than the name of the institution or event. High priority shall also be given to not-for-profit events, institutions or places of community importance such as professional athletic teams, new or renovated buildings, redevelopment projects, significant anniversaries or milestones, and achievements of merit. Banners featuring new construction or renovation shall not remain up more than six months after project completion. Emphasis shall be on the attractiveness of the graphic design. The final authority on appropriateness of banners shall be the board of Downtown STL, Inc.
3. For-profit entities have specific guidelines as follows:
 - No company taglines, mottos, buzzwords, etc. are allowed on the banners
 - Banner locations must be within the same block as the business location (exceptions will be made for large cultural, civic and/or sporting events)
 - A description or picture of the product and/or service is not acceptable
 - Generally, photographic images of the business are not acceptable
 - Phone numbers are not allowed on the banner
 - Banners shall not be installed in front of competitors' premises
4. Good, simple graphic design appropriate for large-scale, outdoor use shall be required for all banners. The rule of thumb is at least two-thirds of banner space devoted to an attractive graphic art design and no more than one-third to the message – including sponsors name. Standard banner size is 30" wide by 84" tall. The banners are to be made so that grommets are placed on the inside of the design closest to the streetlight standard. In addition, banners are required to have four or five wind slits to ease the wind pressure. **Banner design must be approved by Downtown STL, Inc. prior to contract completion and installation.**
5. Banners (except works of art which in no way identify or reference any commercial entity) are temporary signs as defined in the City's Comprehensive Sign Code and may not be displayed for more than six months. Banners shall not be displayed for less than one month except for convention groups, which may sponsor banners for any number of days up to maximum of one month prior to and during the convention.
6. In the event of scheduling conflicts, large orders shall have priority over smaller orders. Renewals shall have priority over new orders. Not-for-profit orders will have priority over for-profit orders. For aesthetic purposes, we request that the minimum order be for banners for one entire block; that is to say, for banners for all of the light standards on a given street between one street intersection and the next.