

# BANNER REQUEST FORM

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Address for banner (if other than above): \_\_\_\_\_

BANNER SIZE	CHOOSE ONLY ONE	COMPANY LOGO*	
8'W x 2'H Vinyl Banner			
4'W x 4'H Vinyl Banner		Yes	No
5'W x 3'H Vinyl Banner			

\* **Company logo requirements:** The size of the company logo needs to be 300 dpi and full size. Acceptable file formats for submission are pdf, jpg, png, eps or ai files. For eps or ai files, please convert fonts to outline format.

**PLEASE PRINT SIGN WORDING IN BOX (For maximum visibility use 10 words or less)**

**Please select background color:**    Orange    Blue

The owner and/or applicant shall be responsible for compliance with all Banner Signage Rules and Responsibilities (see reverse for the Rules and Responsibilities).

Signature: \_\_\_\_\_

**RETURN COMPLETED FORM TO YOUR BUSINESS ASSISTANCE COORDINATOR**

**Bree Boehlke**  
602.256.5822  
bboehlke@valleymetro.org



**For Valley Metro use only**  
Date delivered: \_\_\_\_\_ Signature: \_\_\_\_\_

# BANNER SIGNAGE

## Rules and Responsibilities

The purpose of banners is to help minimize business impacts and disruptions during construction of the Northwest Extension Phase II project. The only type of banners permitted are those prescribed and approved by the Northwest Extension Phase II project through the Business Assistance Coordinator. Valley Metro and/or the City of Phoenix reserve the right to require modification to banner placement. Banners offered to businesses along the 1.6-mile light rail route shall be no larger than 16 square feet in size.

### BANNER SPECIFICATIONS AND PLACEMENT

The following are the guidelines for using banners during construction of the project:

1. A maximum of one (1) banner per business shall be permitted. This is described as one entity per building or suite.
2. Business owner and/or manager is responsible to affix and maintain the banner in accordance with the guidelines herein.
3. Business owner/manager is responsible to notify and/or obtain any needed permissions from the building owner.
4. Banners shall be attached to a solid structure or screen wall in a secure manner.
5. Banners shall not be attached to trees or existing street lights.
6. Banners shall not be placed in a manner that obstructs or blocks a building address number.
7. Banners shall have a clearance of eight (8) feet above grade when placed above an area open for common or general use of the public.
8. Banners may be placed on the business's existing monument (stand alone) signs.
9. Banners shall not project above the business's roofline.
10. Banners are never to be placed near power lines.

### VIOLATIONS

1. First Offense: The first time a banner is found to be in violation of the provisions of these Rules and Responsibilities, such banner shall be subject to confiscation. Before the confiscation of the banner, the Business Assistance Coordinator shall give a written warning of the violation to the owner or lessee of the business to which the banner relates. The written warning shall state the violation charged and provide a statement setting forth what is required to bring the banner into conformance of the provisions of these guidelines.
2. Second (Final) Offense: The second time a banner is found to be in violation of the provisions of these Rules and Responsibilities, such banner will be confiscated. At the time of the confiscation of the banner, the Business Assistance Coordinator shall give a written explanation of the violation to the owner or lessee of the business to which the banner relates. The written explanation shall state the violation charged. The business will not be eligible to participate in this banner program for the remainder of the life of the project.

### BANNER COLLECTION

1. These banners are intended as temporary banners to be used only during the life of the project.
2. Banners will be collected two (2) months prior to operation of the light rail system.
3. Any business which continues to display their banner after the collection period may be subject to city signage violations.

8'W x 2'H Vinyl Banner

ORANGE BACKGROUND



4'W x 4'H Vinyl Banner

5'W x 3'H Vinyl Banner

8'W x 2'H Vinyl Banner

BLUE BACKGROUND

4'W x 4'H Vinyl Banner

5'W x 3'H Vinyl Banner