



Riviera Beach Community Redevelopment Agency

Staff Report: Follow Up Regarding the Purchase of Banners Along 13th Street

Date: April 13, 2011

Background Information

On February 9th, 2011, the Board of Commissioners expressed concerns about the visibility of proposed banners from the street level, and wanted comparisons of the proposed banner size to existing banners in West Palm Beach. Additionally, the Board requested more information about the specifications of the light poles along 13th Street; how would longer banners look on the light poles; and the specifications of banners on light poles in surrounding municipalities. Staff contacted the City of West Palm Beach, and several banner manufacturers regarding different banners sizes and how those sizes would potentially look on the light poles along 13th Street.

Light Pole Specifications:

The light poles along 13th Street have the following specifications:

- Existing Banner Bracket Arms are designed to accommodate banners sized 24"x36"
- Light poles are 23'9" tall
- The existing banner brackets are positioned 17' above the ground and 3' below the light fixture (please see drawing on page 3)

Studied Banner Specifications:

- 56 Banners size 30"x60"
- 56 Banners size 30"x70"
- 56 Banners size 30"x84"

Staff contacted Ameron, AAA Flag & Banner, CDI Enterprises, and the City of West Palm Beach, to conduct research about various banner sizes, and to determine if those banner sizes could be installed on the light poles along 13th Street.

Banners in West Palm Beach

Upon speaking to the City of West Palm Beach it was determined that there are decorative banners in various locations at various lengths:

- Banners installed on light poles along Okeechobee Blvd. west of Australian Ave. to Interstate 95
 - These banners are sized 34"x97.5"
 - the light poles are 32' tall
- Banners installed along light poles along Clematis
 - These banners are sized 30"x60"

The following was determined: the oversized banners mounted on the 13th street poles would allow people to pull them down or hang from them, and would provide a significant wind load on the existing poles. The five foot banners used on Clematis street would fit on the poles used

on 13th street. The Commission requested that we maximize the size of the banners we use and so a five foot and seven foot banner was tested (shown below). The banners in West Palm Beach on Clematis Street could fit on the light poles along 13th Street.

Staff elicited the assistance of CDI Enterprises Inc. to install sample banners on the 13th Street light poles to determine if they were easily accessible from the ground by pedestrians. It was determined that the bottom of the longer banners presented an easier target to be grabbed from the ground than the 5' banners. The following photographs demonstrate this, on the left is the 5' banner, and on the right is a 7' banner.



Based on our tests the maximum sized banner that would be appropriate and safe for the 13th street light poles is a 6 foot long banner, which is a foot longer than the ones currently installed on Clematis Street.

Staff Recommendation is to purchase (30"x70") banners- which is more than twice the size of the standard brackets currently installed.

Light Pole Specifications

