



Cross-Street Banner Program
Attn: Licensing Coordinator
City of Concord
37 Green Street
Concord, NH 03301
603-225-8580
banners@concordnh.gov
www.concordnh.gov

Cross-Street Banner Program

Purpose:

The City permits the posting of aerial banners across Main Street and Loudon Road for the purpose of promoting and notifying citizens of community-based, cultural, educational, and civic events, including City sponsored and co-sponsored events or providing information concerning available services or programs sponsored by the City. Banners shall not interfere with safe travel on Loudon Road or Main Street and/or otherwise disrupt Main Street's aesthetic appearance.

Eligibility:

- Banners which meet the purpose of this Cross-Street Banner Program.
- Banners shall not have a primary purpose of endorsing or promoting commercial interests, including commercial offers, solicitations, products and other materials, the primary purpose of which is to promote economic interests.
- Business logos will not be permitted except for businesses that are sponsoring local cultural, educational, and civic events, including City sponsored and co-sponsored events. Sponsorship and corporate logo recognition within a banner design shall not exceed 20% of the overall banner area.
- Banners shall not include campaign messages that endorse or oppose a candidate for election to public office.

Applicants interested in hanging cross-street banners per this program may submit this application (along with all required supporting documentation and deposit) via hand-delivery or mail to: Cross-Street Banner Program, Licensing Coordinator, 37 Green Street, Concord, NH 03301.

As part of this application, applicants will need to select which cross street banner location they prefer. There are two: South Main Street and Loudon Road. If awarded, the applicant will need to provide the requisite banners in compliance with the specifications and design requirements noted in Appendix A.

The City will make a reasonable effort to provide awarded applicants with the requested location(s). Likewise, it will make a reasonable effort to provide an awarded applicant with the requested installation dates. However, the City reserves the right to assign alternate banner locations and offer dates that may differ from the applicant's request. Should the applicant in this situation find that the alternate locations and/or dates are not acceptable, the City will return their application and refund their deposit.

All decisions on submitted applications are final. Applicants will be notified by email and those approved will receive an information packet via U.S. Mail.

Upon award of an application, an awarded applicant's deposit becomes non-refundable and will be applied to the City's processing and location reservation fee. The fee is \$100 per banner location. Applicants who aren't awarded pole locations shall have their deposit refunded.

The applicant will be required to secure the design, manufacturing, installation, and removal of the banner from a private sign company of their choosing. The installation and removal of the cross-street banner will require the use of a boom truck, an experienced installation crew, and a police detail. The installer must provide proof of insurance to the City's satisfaction prior to installation. The date of the installation and removal must be coordinated and approved by the City's Licensing Coordinator.

The City reserves the right to enter into exclusive agreements for the use of cross-street banners, not subject to the terms of this Cross-Street Banner Program.

Within five (5) business days following the end-date for the banner permit as set forth in the application (or if special dispensation is granted in writing by the Licensing Coordinator), the applicant will be required to remove the banner from the assigned location(s). If the cross-street banners are not retrieved by the applicant within those five (5) business days, the City will have them removed and charge the applicant a penalty of \$500. If the City has to remove the applicant's banner, the City will store the banner for up to 30 calendar days or until such penalty is paid (whichever comes first). No additional banner privileges (either cross-street or lamp post) will be granted until the payment of the penalty is made. If the banner is not retrieved from City storage within 30 calendar days, the banner will be destroyed, recycled or repurposed.

In the event of a partial banner failure, where a portion of the banner becomes unsecured but does not pose an immediate threat to the traveling public or other City infrastructure, the City reserves the right to require the applicant to hire a professional sign company to re-secure or remove the banner—at the applicant's expense—within two (2) business days. In the event of a full failure where any part of the banner threatens to imminently interfere with the traveling public and/or the City's infrastructure, the City shall take the necessary steps to have the banner removed immediately and charge the applicant \$500 for this service.

APPLICATION FOR CROSS-STREET BANNERS

APPLICANT INFORMATION

Primary Contact Name	Primary Contact Phone No.
Name of Organization/Municipal Department	Is applicant a registered non-profit org? Yes No
Mailing Address	
City, State, and Zip Code	
Email Address	

EVENT INFORMATION

Name of Event/Topic	Dates of Event
Indicate the Preferred Banner Locations: South Main Street _____; Loudon Road _____; Both _____	
Preferred Installation Date (cannot be more than 4 weeks before event): Preferred Removal Date (must be no later than five (5) business days after event):	

PAYMENT INFORMATION

Total number of locations requested	
Fee per location	_____ X \$100
Total Fee Due*	\$
*if application is not awarded, the deposit will be refunded. However, once banner location(s) are awarded, the fee is non-refundable even if the applicant later chooses to withdraw from cross-street banner program.	\$

By signing this application, I certify that I have read and understand the City of Concord's Cross-Street Banner Program policies and I agree to be bound by them. I understand that this program is subject to availability on a first-come, first-served basis.

Authorized Signature

Date

Mail or hand-deliver your completed application with payment to:

Cross-Street Banner Program
Attn: Licensing Coordinator
City of Concord
37 Green Street
Concord, NH 03301

To obtain additional information on the City of Concord's Cross-Street Banner Program, please contact the City's Licensing Coordinator: Phone: 603-225-8580 Email: banners@concordnh.gov Website www.concordnh.gov

For Office Use Only:

Approved by:	
Date:	

APPENDIX A

SPECIFICATIONS AND DESIGN REQUIREMENTS FOR CROSS-STREET BANNERS CITY OF CONCORD

Specifications:

South Main Street Location

VC Mesh ... Vinyl Coated Mesh Print

-48" high X 360" wide

Artwork: provided by customer

Printed single sided (mesh panel doubled-up)

Finish with webbing all around

D-Rings in four corners

Hems and grommets 24" on center top and bottom

With stainless steel spring clips to attach to guide wires top and bottom

Loudon Road Location

VC Mesh ... Vinyl Coated Mesh Print

-48" high X 600" wide

Artwork: provided by customer

Printed single sided (mesh panel doubled-up)

Finish with webbing all around

D-Rings in four corners

Hems and grommets 24" on center top and bottom

With stainless steel spring clips to attach to guide wires top and bottom

Design Suggestions:

1. Banner design should include no more than 4 – 6 elements. These typically include:
 - a. Event name
 - b. Sponsor name
 - c. Date and location
 - d. Image depicting the event
2. Be sure your headline lettering is large enough to read from a distance.
3. Subheading lettering (e.g. event date and location) should be smaller than the headline.
4. If the event will reoccur, consider omitting dates so that banners can be reused.
5. Image resolution shall be no less than 300 dpi (dots per inch).

Design Tips:

1. Make each element as bold and vivid as possible.

2. Use a sans serif font as they are easier to read from a distance. Refrain from using more than two font styles on a banner, unless part of a logo.
3. It's best to use high contrast colors for best readability.

Banners not meeting the specifications will be rejected. Refunds are not granted for banners that cannot be installed because of incorrect specifications.

All banner designs must be approved by the Licensing Coordinator before a reservation is finalized and at least 30 days prior to installation.