

City of Laconia

Highway Banner Policy & Specifications

Purpose

The City owns nine (9) highway banner pole sets for the purpose of assisting the promotion of cultural and civic events sponsored by municipal or non-profit groups reflecting general community interest. The following policy is set forth to create an effective administrative process to manage a high quality municipal banner program.

Banner Policy

- A. **Eligibility:** Potential banner program participants should represent or inform the public about local non-profit or cultural civic events or activities of particular interest or benefit to the Lakes Region in general and Laconia specifically. Banners are not to be used for commercial advertising (except as allowed in C-1) or to express, advertise or promote political candidates, parties, or issues.
- B. **Banner Review:** Banners will be reviewed and considered for approval by the Planning Department. All banners must be professionally manufactured by a bonded printer to ensure only quality, well made banners will be displayed within the City of Laconia.
- C. **Information Content:** All banner designs shall be artistic in nature, graphically or symbolically representing the subject/purpose of the sponsoring organization. Banners can include text for date, activities, logos, and/or the name of the sponsoring organization. More specifically,
Banners must:
 1. Not display any legend or symbol which may be construed to express, advertise, promote the sale of, or publicize any merchandise, commodity, or service, or be political or ideological in nature. However, a professionally placed logo of a business or corporation sponsoring the event may be included on a banner providing it does not occupy more than 20% of the banner.
 2. Not have displayed thereon anything which portrays a traffic control device or which attempts to direct the movement of traffic.
 3. Be simple in nature, incorporating large simplistic and bold elements.
 4. Incorporate imagery and text that are appropriately scaled for long-range visibility.
 5. Not display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements.
 6. Not contain inappropriate material including but not limited to: offensive language, hate speech, pornographic images, and/or content considered demeaning and derisive. Decisions on the appropriateness of material will be governed by the City.
 7. Conform to standards as outlined in Section D.
- D. **Banner Specifications:** Cross-street banners shall comply with the following specifications:
 1. All banners shall be printed on both sides of the banner fabric.
 2. Banners shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold, and mildew.
 3. Each banner shall have double stitched reinforced hems and heavy duty brass grommets at each corner for fastening. Banners shall also have heavy duty fasteners located every three feet along the top edge that will connect to the span wire.
 4. Cross-street banners shall be supplied with wind vents (slits) of sufficient size and number to prevent wind damage to the banner and support poles. There should be at least four semi-circle slits, each slit to be ten or 12 inches in diameter, fifteen to 18 inches measured around the half circle.
 5. Banner size will depend on the location but in no case shall the banner be larger than 32 inches in height and 28 feet long.
 6. The lowest portion of a Banner shall be no less than 14 feet above the top surface of road

pavement directly below it and shall in no way obstruct traffic flow.

7. Rope to connect to poles shall be 3/8" diameter polyester double braid (ex. Sta-Set by New England Ropes or equivalent).

E. Banner Placement: Banners must be installed and removed by an insured professional with a bucket truck.

1. The installer will be held responsible for damage incurred to any pole, cable, guard rail, pavement, or any other City maintained item caused by the installation or removal of the banner.
2. The applicant is responsible for scheduling the installation and removal of banners and must provide appropriate traffic control for such operations.
3. At least 24 hours advanced notice must be given to the Laconia Police and Public Works Departments before installation and/or removal of banners.
4. Banners left up over the permitted time period will be removed and disposed of by the Public Works Department.

F. Length of Exposure: Banners may be hung for a period not to exceed two weeks.

G. Storage / Liability: All banners shall be the responsibility of the sponsoring organization. The City will not be responsible for storing banners.

H. Banner Condition: The Planning Department has the authority to refuse the placement of cross-street banners which are in poor condition. In addition, the Department of Public Works has the authority to remove banners which have become frayed, ripped, or otherwise unsightly.

I. Banner Locations: The nine locations are labeled and identified below:

Location ID	Street	Description
A	Court Street	Near Belmont Town Line (in front of St. Francis Home)
B	Union Avenue	Just north of Black Brook Bridge
C	Weirs Blvd.	Approx 120' north of house # 30
D	Weirs Blvd.	Just north of Ridgehaven Condos (# 109 Weirs Blvd.)
E	Weirs Blvd.	Just north of entrance to Evergreens Condos
F	Weirs Blvd.	Just north of the Christmas Island Steak House
G	Weirs Blvd.	Just north of the Chamber of Commerce Info. booth
H	Lakeside Ave.	Close to intersection with Endicott Street North
I	Lakeside Ave.	Close to Crazy Gringo and Paradise Beach Club Restaurants

J. Application Process: The month of January will be the official Banner Scheduling period. All banner hanging requests made within the month will follow the Banner Prioritization Schedule (Section K). Banner requests can be made after the month of January, however, they will be processed on a first come first serve basis. In such cases, the sponsoring organization shall make a complete written application and present it to the Planning Office no less than six weeks prior to the planned installation date. The Planning Department Director or his/her assigns may make administrative approval of the application no less than three weeks prior to the desired date of banner installation. Applications shall include the following:

1. Name of event.
2. Name of sponsoring organization with contact information (telephone, mailing address, and email address).
3. Date of installation.

4. Name and contact information of professional installer (telephone, mailing address, and email address).
5. Time period requested for banner exposure.
6. Banner design (including all text). If a previously used banner is to be installed, a photo of the banner shall be attached to the application. If a new banner is requested, a photo rendering shall accompany the application.
7. Location ID of Banner (A-I, see section I above).
8. Certificate of insurance.
9. Application fee.
10. Please note that the City may reject any and all bids for a specified reason.

- K. **Banner Sponsor Priority:** The Planning Department will maintain a Master Banner Calendar at all times. The Banner Prioritization Schedule is as follows:
1. Returning banner program participants in good standing with the City of Laconia that submit their application within the month of January receive first priority. For purposes of this policy, “in good standing” shall mean a banner program participant from the previous year that was in compliance with the banner requirements herein, and at the time of application in January has not been found to be in violation of, nor have any outstanding fines or penalties for violation(s) of, City of Laconia Charter or Ordinances.
 2. The two week period encompassing Motorcycle Week is reserved for the Laconia Motorcycle Week Association. No additional approvals will be granted for this period unless the LMWA provides in writing their intention not to utilize all sets of poles. If space is available, the city of Laconia shall have next priority and hang a banner to welcome Motorcycle Week visitors.
 3. Banners produced by the City of Laconia or its agencies that promote the City of Laconia or its events receive second priority.
 4. Banners promoting special events or activities held within the City and sponsored by a community non-profit organization located within the City limits receive third priority.
 5. Banners promoting special events or activities held within the City of Laconia that are open to the public receive fourth priority.
- L. **Appeals:** If a banner application is denied by the Planning Department, the sponsoring organization may appeal the decision to the City Manager within 30 days.
- M. **Insurance Requirements:** Sponsoring organizations wishing to place cross-street banners must carry a \$1,000,000 General Liability insurance policy. In addition, the installer of the banners must carry a \$1,000,000 General Liability and Automobile Liability insurance as well as the full statutory requirements for Workers’ Compensation insurance. The sponsoring organization and the installer shall provide the City with a certificate of insurance listing the City of Laconia as “Additional Insured”. Certificates of Insurance must be received by the Planning Department Office at the time of application.
- N. **Fees:** The application fee for banners shall be \$50 per week for a maximum of two weeks. Fees shall not be waived.