



**Cross-Street Banner Program**  
**Attn: Licensing Coordinator**  
**City of Concord**  
**37 Green Street**  
**Concord, NH 03301**  
**603-225-8580**  
[banners@concordnh.gov](mailto:banners@concordnh.gov)  
[www.concordnh.gov](http://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 a digital design proof by email to [banners@concordnh.gov](mailto:banners@concordnh.gov). The design proof can also be hand-delivered or mailed to: Cross-Street Banner Program, Code Administration, Attention: Licensing Coordinator, 37 Green Street, Concord, NH 03301. The design proof should be submitted to the Licensing Coordinator for design approval prior to having the banner manufactured, and at least 30 days prior to the requested installation date.

After the approval of the design proof by the Licensing Coordinator, the applicant will need to submit their application, applicable fees, and their choice of banner location to the Code Administration office. There are two banner locations to choose from: South Main Street and Loudon Road.

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. Once the applicant has received design approval from the Licensing Coordinator, the applicant has five (5) business days to submit the permit application and full payment to the Code Administration office. The fee is \$100 per banner location. Once banner location(s) and dates are awarded, the fee is non-refundable even if the applicant later chooses to withdraw from cross-street banner program. All decisions on submitted applications are final. Applicants will be notified by either phone or email and those approved will receive their permit via email. Permits can also be mailed to the applicant, upon request.

The applicant will be required to secure the design, manufacturing, installation, and removal of the banner from a private sign company of their choosing. All banners must be in compliance with the specifications and design requirements noted in Appendix A. 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 coordinated by the installation company. The installer must provide proof of insurance to the City's satisfaction prior to the issuance of the permit. 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 three (3) business days following the end-date for the banner permit as set forth in the application (unless a special exception 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 three (3) 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**

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

**EVENT INFORMATION**

<b>Name of Event/Topic</b>	<b>Dates of Event</b>
<b>Indicate the Preferred Banner Locations:</b>  South Main Street _____; Loudon Road _____; Both _____	
<b>Preferred Installation Date (cannot be more than two (2) weeks before event):</b> <b>Preferred Removal Date (must be no later than three (3) business days after event):</b>	

**PAYMENT INFORMATION**

<b>Total number of locations requested</b>	
<b>Fee per location</b>	_____ X \$100
<b>Total Fee Due*</b>	\$ _____

**\*Once banner location(s) and dates are awarded, the fee is non-refundable, even if the applicant later chooses to withdraw from the 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](mailto:banners@concordnh.gov) Website [www.concordnh.gov](http://www.concordnh.gov)

**For Office Use Only:**

<b>Approved by:</b>	
<b>Date:</b>	

APPENDIX A

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

**Specifications**

<i>South Main Street Location</i>	<i>Loudon Road Location</i>
<ul style="list-style-type: none"><li>• VC Mesh ... Vinyl Coated Mesh Print</li><li>• -48" high X 360" wide</li><li>• Artwork: provided by customer</li><li>• Printed single sided (mesh panel doubled-up)</li><li>• Finish with webbing all around</li><li>• D-Rings in four corners</li><li>• Hems and grommets 24" on center top and bottom</li><li>• With stainless steel spring clips to attach to guide wires top and bottom</li></ul>	<ul style="list-style-type: none"><li>• VC Mesh ... Vinyl Coated Mesh Print</li><li>• -48" high X 600" wide</li><li>• Artwork: provided by customer</li><li>• Printed single sided (mesh panel doubled-up)</li><li>• Finish with webbing all around</li><li>• D-Rings in four corners</li><li>• Hems and grommets 24" on center top and bottom</li><li>• With stainless steel spring clips to attach to guide wires top and bottom</li></ul>

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.