



**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 this application (along with all required supporting documentation) 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.

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 fee will be due. The fee is \$100 per banner location. Applicants who aren't awarded pole locations shall have their applications returned.

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 when submitting their application. 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 (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 three (3) business days, or within the time frame agreed upon with the Licensing Coordinator, 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.