



STREET BANNER POLICY

Purpose:

The City shall permit the hanging of banners on street light poles located in the historic Downtown Broadway area of Louisburg for the purpose of describing and notifying citizens of local community services; announcing 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 may only convey a noncommercial message and promote community activities, celebrations or events.

Eligibility:

- Business logos will not be permitted except for businesses that are sponsoring community activities, celebrations or events.
- Banners shall not include campaign messages that endorse or oppose a candidate for election to public office, or which endorse or oppose any ballot issue.
- Banners shall not have a primary purpose of endorsing or promoting commercial interests, including commercial offers, solicitations, products or other materials, the primary purpose of which is to promote economic interests.
- Banners shall not have the purpose or effect of endorsing specific religious beliefs.
- Questions regarding the endorsement of specific religious belief shall be directed to the City Attorney.

Requirements:

- An application is required online or by calling (913) 837-2324.
- There is no fee for this application.
- All dates are available on a first-come, first-serve basis and applications will be accepted starting January 2 of each year.
- A banner application shall be submitted to the City a minimum of two (2) weeks prior to the requested installation date. The City reserves the right to install banners in a timeframe that is convenient based on manpower or weather issues.
- Banners can be hung for 14 days, per event, per year. Banners will not be displayed prior to 2 weeks before the event. Banners will be removed within 5 days following the event.
- For events that will span 14 days, banners may remain on the poles beyond the 14 days if there is not another request for banner space
- City of Louisburg events will take first priority. Banner space is not available from October to mid-January.

- An installation fee of \$80 per event for banner placement, payable to the City of Louisburg, to cover labor costs, is required with the completed application. (No refunds will be issued.)
- Banners shall be installed and removed by City of Louisburg Public Works employees.
- Banners should be delivered to City Hall 2 weeks prior to requested installation. All banners must be picked up from City Hall within 2 weeks after they are removed or banners will be discarded.
- Applicant is responsible for any damage to any person or property that may occur due to banner installation.

Locations:

- Banners may be hung on City of Louisburg street light poles located directly on Broadway Street (17 banners) *or* in the entire historic Downtown area (27 banners). A map of approved poles is available online.
- Any number of banners can be hung from 1 up to the maximum of 54 banners. In all instances the City of Louisburg's banner will hang on the street side of the pole with the event banner hanging on the sidewalk side of the pole.

Banner Design and Construction:

- A sketch of the banner showing type of material, design, copy and other specifications shall accompany the application. In no circumstance should a sponsor logo be the most prominent image on the banner.
- Banner wording shall be approved by the City prior to issuance of a banner application to ensure consistency with this policy. Deviation from the approved wording is cause for the City to either refuse to install or to remove any banner.
- Banners shall be 20" wide x 37" high.
- Message may be placed on both sides of the banner.
- All banners shall be made of a fabric which will be able to withstand typical weather conditions. Fabric such as Sunbrella®, canvas or reinforced vinyl is recommended. If the material is a tight-weave type (or otherwise impervious to air flow), the banner shall have semi-circular wind relief cuts.
- Banner edges shall be hemmed and reinforced.
- Banners should have 3-inch sleeves at the top and bottom to slide onto the banner bracket.
- A grommet may be added at the top and bottom of both sides of the banner so it may be additionally secured to the light pole.
- Banners that are torn or otherwise damaged will not be hung.
- The City shall not be responsible for any damage to a banner.



215 S. Broadway, Louisburg, KS 66053
913-837-2324 · louisburgkansas.gov
Return to: Jean Carder · jcarder@louisburgkansas.gov

STREET BANNER APPLICATION

Please see the accompanying policy for Street Banners.

Organization: _____

Applicant Name: _____

Phone: _____ E-mail address: _____

Number of banners requested: _____ Install date: _____ Removal date: _____

Light poles you wish to have banners hung: _____

(List here or circle/highlight on the accompanying Street Light Map)

Reminder: All organizational banners will be hung on the sidewalk side of the light pole.

Office Use Only

Date request received: _____

Banner sketch/proof submitted: _____

Date request approved: _____

Banner wording approved: _____

Organization notified of approval: _____

Date banners hung: _____

Permit fee received: _____

Date banners removed: _____

Public Works notified: _____

City of Louisburg Steet Banner Template

3" pocket



approx. placement of grommets



Banners are 20" x 37"
Pockets are 3"
The black bars indicate
the heat seal. Images
can print on the "inside"
heat seal areas
Grommets are optional



3" pocket

City Light Poles for Banner Installation

