

# Borough of Kutztown Banner Pole Usage Guidelines

## Definitions

**OVERHEAD BANNER** – A banner suspended over the public roadway, attached at both ends to a designated outdoor advertising structure.

**RESERVATION PERIOD** – a period of time defined by specific dates that a banner will be displayed on the Borough's banner poles.

## Location

Midway along 300 block of West Main Street.

## Application

**Application.** Application for Reservation Period to display a banner across Main St. can be made at the Community Development office located at 324 W. Main Street. The Borough Council, or its designee, will be responsible for the approval of all applications and has the right to deny any application for a banner that does not meet all banner regulations.

**Establishing a Reservation Period.** There is a minimum of one week and a maximum of 30 days for which a single banner may be displayed. The specific dates the banner will be displayed must be provided on the application. Banner will be installed the Friday preceding the first day of allotted time and removed the Friday following the last day of allotted time.

**Rendering.** A full color rendering of the proposed banner design indicating size, colors, content and materials must accompany any application.

**Installation and removal.** Installations shall be checked by the permittee or his/her representative at least once a week and whenever sustained winds in excess of 25 miles per hour are experienced during the Reservation Period. Attempts will be made by the Borough to correct any banner that is sagging; however, in the event a banner must be removed due to a deteriorating condition, the Borough will do so at its earliest convenience and may assess charges to the applicant for labor and/or equipment costs incurred. In this event, the applicant would be notified of the banner's removal and the banner itself would be available for retrieval from the Community Development Office. If more than one week of time within the original Reservation Period remains, the applicant may submit a replacement banner for installation. All installation and removal of banners will be the responsibility of the Borough.

## General regulations

Banners may be a maximum of 36 inches in height and 36 feet in length.

Banners must have metal eyelets along the top and along the bottom placed no less than every two (2') feet and no more than every three (3') feet apart. The eyelets should be no less than one (1") inch from the edges of the banner.

Mounting hardware on the poles and/or cables required for mounting will be supplied by the Borough.

Depending on material used, wind holes may need to be cut into the face of the banner to reduce stress on the material and mounting eyelets.

The message of any banner should serve a civic and public interest by announcing community events, recognition of achievement and the like and should not advertise or promote a specific for-profit business. A minimum of 80% percent of the banner shall contain the public event message, date, time, etc. Sponsorship logos or company names shall not exceed 20% percent of the gross banner area. The letters in the copy shall maintain an equal size ratio.

No business advertisements or special interest group propaganda will be permitted.

No religious or political advertisements will be permitted.

No suggestive or otherwise offensive language or images will be permitted.

Banner must be in good condition- no frayed edges, faded lettering, mounting eyelets should be secure, etc.

The banner must be delivered to the Borough Community Development Office located at 324 W. Main Street at least two days before the Friday prior to the scheduled reservation date. All fees must be paid for by the first day on which the banner is reserved. Failure to do so may result in the loss of the time slot to another applicant.

The Borough assumes no liability for lost, stolen or damaged banners.

**Banner shall be picked up at the Community Development Office located at 324 W. Main Street no later than (10) days after it has been taken down.** After ten days, disposal of the banner may occur.