



City Light Pole Banners

As part of our Unmistakable Identity, the Parks, Recreation and Culture (PRC) department oversees and implements this program to help promote and highlight free public events, city-grant funded programs and the City of Lawrence for the benefit of our community.

There are currently over 100 city light poles along select streets and at select intersections that can accommodate vertical banners. PRC oversees all aspects of the banner program including applications, approvals, design review, installation and removal. ***Please note that, while we work to accommodate requests, with an increasing number of events, PRC cannot guarantee specific banner locations or participation.***

Program Goals

- To exhibit professionally designed, non-commercial banners on city light poles throughout the city to accentuate city streetscapes and convey important messages for residents and visitors.
- To announce and publicize events that are open to the public, including special community events, cultural recognition with a strong universal public interest
- To welcome residents and visitors at key gateways and downtown
- To establish uniform procedures to apply to the program and for the design, installation, maintenance and removal of selected banners

Program Guidelines

The city may use banners to promote the following:

- Special free community events
- Designated geographical districts and/or key gateways
- Cultural facilities open to the public
- Partner programs in accordance with the Strategic Plan
- Seasons or holidays
- City approved non-commercial marketing
- ***Note: Space is limited, and participation is not guaranteed***

Messaging Requirements

Banner messages must be family friendly and promote events that are open to the public. The City does not allow banners to be used to promote activities or events that are not open to the public or any activity for which the City is precluded from spending public funds (such as political campaigns or religious messages), any activity that is not in compliance with any local, State, or federal law, or any image or message that is inconsistent with the Banner Program Guidelines.

All applications must comply with the banner program guidelines here and in accordance with city statutes. Banners may not be installed without first receiving a banner permit. If you have any questions about the eligibility of your banner messaging, please contact Porter Arneill, Assistant Parks & Recreation Director for Arts and Culture, 785-832-3449 or parneill@lawrenceks.gov.

Cost

If approved, the cost for producing, installing and removing banners is the responsibility of the applicant/organizer. Generally, banners cost between \$60-\$75 and there is both an installation and removal fee of \$23 per banner (\$46 total). The city has a contract with an area banner installer who will conduct all installations and can coordinate printing to ensure proper sizing. Production of banners can be completed by the city contractor or other banner producers but must be crafted to exact specifications according to the city contractor for proper and safe installation.

A non-refundable administrative fee of \$150 will also be applied to each approved banner request to cover staff time related to processing and coordination.

Exterior Light Pole Banner and Parks Banner Review and Implementation Process

This step-by-step process helps to ensure a smooth and organized approach to reviewing, approving, and installing exterior light pole banners in accordance with the **Street Banner Program**.

Step 1: Application Submission

- Interested parties must submit a **Banner Permit Application** to the **Parks, Recreation and Culture Department** *at least* three months prior to the requested time of banner display.
 - The application must include:
 - Proposed **banner design** (including messaging and graphics).
 - Desired **location** of banners.
 - Event details or purpose for the banners.
 - Proof that the event or messaging aligns with **program guidelines** (above).
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Step 2: Initial Eligibility Review

- City staff reviews the application to ensure it meets **program guidelines**:
 - Messaging is **family-friendly** and **open to the public**.
 - Content does not promote **political, religious, or private commercial interests**.
 - The banner aligns with the city's **approved categories** (special events, cultural facilities, seasonal messaging, etc.).
 - If necessary, the applicant may be asked to revise the design or messaging.
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Step 3: Design Review and Approval

- The submitted banner design is reviewed for:
 - **Aesthetic quality** and professional appearance.
 - Compliance with **design specifications** for safe installation.
 - Proper use of colors, fonts, and city branding (if applicable).
 - If the design meets all requirements, it moves to the **final approval stage**.
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Step 4: Banner Permit Approval

- If the banner meets all guidelines, the city **approves the banner for installation by the city contractor.**
 - The applicant is notified and given further instructions for **banner production and installation.**
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Step 5: Banner Production

- Banners must be **produced to exact specifications** as required by the city to fit existing hardware.
 - Applicants can use the **city's contracted banner producer** or another vendor, but all banners must meet **structural and material requirements** for safe installation.
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Step 6: Scheduling Installation

- The applicant coordinates **banner installation** with the **city's contracted installer.**
 - The applicant is responsible for **covering all costs** of production, installation, and removal.
 - Installation dates must align with **city scheduling and availability.**
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Step 7: Banner Installation

- The **city's contracted installer** securely mounts the banners on approved light poles.
 - The city oversees the installation to ensure **proper placement and safety standards.**
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Step 8: Display Period & Maintenance

- Banners remain displayed for the **approved time period.**
 - The city monitors banners for **wear, damage, or safety concerns.**
 - If necessary, the city may **remove banners at the city's discretion.**
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Step 9: Banner Removal

- At the end of the display period, the **city's contracted installer** removes the banners according to the city's schedule.
- The applicant is responsible for **covering removal costs** unless otherwise determined by PRC based on display schedules.
- The banners may be stored by the **city's contracted installer**, returned to the applicant or properly disposed of, depending on prior agreements.