

## Banner Application Guidelines

- Any banner attachments require written approval by Company Joint Use department. Approval requirements may include, but are not limited to, the specifications outlined in this document.
- If banner attachments are approved, a signed license and use agreement (Banner Attachment Agreement) between The Company and the Licensee (attaching entity) must be agreed upon and in place for all attachments.
- The Company reserves the right to revoke the license granted by the agreement at any time upon written notice to Licensee.
- All banner attachment proposals shall include a sketch or photograph of the proposed banner content. Direct advertisements of any kind shall not be allowed. However, business sponsorships may be allowed. Business sponsorships shall only be allowed on banners in the municipality in which the business resides.
- Banner attachments shall be limited to public municipalities. Private companies shall not be approved to install banner attachments.
- The Applicant shall include the proposed location, as well as an engineering drawing of the proposed installation (including dimensions), with all banner attachment proposals. Per the engineering drawing included, all banner attachments shall comply with the following general guidelines:
  - All banner attachments shall comply with the latest edition of the National Electric Safety Code (NESC).
  - All banner attachments shall comply with the latest revision of the company Joint Use Standards (available at [ss.wr.com](http://ss.wr.com)).
  - Minimum clearance for the lower attachment of banner shall be 11 feet above ground level. If banner attachments are to overhang roadways, driveways, or any other areas traversed by vehicles, the minimum clearance for the lower attachment shall be 15 feet above ground level.
  - Minimum clearance for the upper attachment of banner shall be at least 40 inches below lowest attachment. The lowest attachment will generally be considered the luminaire mast arm attachment point if there are no pre-existing attachments below the mast arm.
  - Banner shall be smaller than 2 feet wide by 4 feet tall, and weigh less than 50 pounds.
  - Banner attachments shall generally be approved on one side of each street light pole only. Double-banners are typically not allowed.
  - Banner attachment hardware shall be made of stainless steel, and shall not permanently alter Company-owned poles in any way. Any attachment hardware requiring attaching to Company-owned poles by means of screws, bolts, or any other means resulting in holes in Company-owned poles is prohibited.
  - Banner attachment hardware shall have sufficient strength to support the proposed banner. Engineering data may be required from the Applicant prior to approval, confirming the sufficient required strength of banner attachment hardware.
  - Banners shall be located and oriented such that they will not impede roadway visibility or interfere with vehicular or pedestrian traffic in any manner.
- Banner attachments shall be tagged with the Licensee's name, address, and contact number. It shall be the Licensee's responsibility to keep this contact information up to date on any and all licensed banners. Any banners with incorrect or missing contact information may be removed at Company's sole discretion.
- **Banner attachments shall be considered only on steel or wood poles used exclusively for the street lighting service. Banner attachments shall not be approved on electrical distribution poles\* under any circumstances.**

- The Company may charge a nominal administrative fee for each approved banner attachment installation agreed to. Please contact the Joint Use Department for fee information.
- Banner attachment hardware shall be supplied, installed, and maintained by the Licensee. Attachment hardware shall be removed from all Company poles by the Licensee upon removal of banners and/or upon termination of the contract between Company and the Licensee.
- The attaching entity shall accept full responsibility for any damage or injury caused by any banner attachments on Company property. This includes, but is not limited to, damage to public, personal, and Company property and personal injury. Company shall not be responsible under any circumstances for any damage or injury caused by the Licensee's attachments. Furthermore, the attaching entity shall be responsible for any damage caused to Company-owned facilities as a result of installation, operation or removal of any banner attachment hardware.
- In the event that any banner attachment becomes damaged, the Licensee shall be required to repair, replace, or remove the banner attachment in a timely fashion. If Licensee fails to do so in a timely manner, Company reserves the right to remove the banner attachment.
- All installation, maintenance, and removal of any banners and hardware under agreement shall be the responsibility of the Licensee. Any liability related to such work on or around Company-owned street lighting poles shall be assumed by the Licensee.
- In the event that banner attachments must be removed due to maintenance of Company facilities or other reasons, banner attachments will not be reinstalled by the Company. Removed banner attachments shall be stored at the local Company service center to be reclaimed by the Licensee.
- The Licensee shall be required to replace banners and inspect banner hardware every 12 months. Any banners not replaced after 12 months and in disrepair may be removed at the Company's sole discretion.
- Every 12 months, the Licensee shall provide a comprehensive list to the company detailing all banners still attached to company owned poles and verifying they have been inspected.
- The Licensee shall not be required to resubmit an application for approval when changing content on previously approved and installed banners, provided that the mechanical design of the banner attachments does not change.
- For any additional questions regarding these requirements, and to obtain a copy of the application please contact the Joint Use Department at (816) 245-3684 for KCPL territory or (785) 575-8303 for Westar territory.

*\*Any pole maintained by the Company which supports overhead distribution conductor and/or equipment for purposes other than supplying electrical service to street lighting fixtures, whether it be at primary (>600V) or secondary (<600V) voltage, is considered an electrical distribution pole. This includes poles which support both distribution equipment **and** street lighting equipment.*