



City of Kerrville

701 MAIN STREET • KERRVILLE, TEXAS 78028 • 830.257.8000 • KERRVILLETX.GOV

REQUIRED BANNER DESIGN CRITERIA

(Revised December 2025)

1. Banners shall be no larger than 50" (inches) in height by 36' (feet) in length.
2. No more than 75 sq. ft. of the surface area shall be used for lettering, decal, insignia, etc.
3. The banner must have metal clips fixed to the top of the banner to attach the banner to the span wire. These clips must be designed to withstand normal wind loading and be sized to fit a 3/8" steel guy cable.
4. Tie-down ropes must be 1/4" nylon or material of equal or greater strength. This requirement shall not be construed to include material such as chain, steel cable or other material capable of inflicting damage should they become loosened.
5. Banner material should be sufficiently durable to withstand normal wind loads and deterioration by the elements for the period of time the banner remains erected. Any banner which becomes damaged will be removed immediately, by order of the Building Official. **Only banners made of net-type banner material are acceptable (vinyl and vinyl mesh are unacceptable).**
6. Lettering and devices on banners shall be of cloth, or a material that will cause no damage should it become loose and fall.
7. **KPUB is responsible for the instillation and removal of banners only. KPUB and/or the City is not responsible for banners that are damaged, destroyed or left at KPUB for more than 15 days after removal from the banner location.**
8. Approved banner suppliers are:
 - a. **1-STOP Advertising, Kerrville**
 - b. **So Fast Printing, Kerrville**
 - c. **Kwik Signs, Kerrville**
 - d. **CompuSigns, Austin**
 - e. **Dixie Flag, San Antonio**
9. To receive approval for alternate banner designs or manufacturers, please send a request to Ricardo Berrios Jr. at rberrios@kpub.com or (830)792-8226 at least 3 months prior to banner installation. The request must include complete specifications and a sample of proposed fabric, clips, hardware and anchoring methods.



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BANNER ADVERTISING GUIDELINES

1. ALL banners installed must be for events held in the City of Kerrville or Kerr County ONLY.
2. Reservations limited to two (2) banners per event; two (2) events per year per organization; (additional events may be available after January 1st, if space permits).
3. Banners will be accepted for solicitation or support of a community project or social institution, including, but not limited to:
 - a. Seasonal holidays such as Christmas or Easter
 - b. School activities
 - c. Charitable programs
 - d. Religious activities
 - e. Events of community interest
4. Banners should not contain commercial advertising but may identify the event's sponsor by name and the sponsor's trademark/logo. The name of the event's sponsor and the sponsor's trademark/logo should be displayed less conspicuously than the activity. The banner shall not reference any of the following: an alcoholic beverage, a tobacco product, or a sexually-oriented business, product, or service.
5. Banners shall not contain political advertising.
6. All banners are subject to Texas Department of Transportation guidelines for temporary signs as provided by Texas Administrative Code, Title 43, Rule §22.15.
- 7.

BANNER LOCATIONS IN THE CITY OF KERRVILLE

LOCATION #1	4010 Hwy 27, in front of Kerr County Road and Bridge
LOCATION #2	700 Block Junction Highway, in front of Take it Easy RV Resort
LOCATION #3	2100 Block Sidney Baker North, in front of Stripes
LOCATION #4	1000 Block Sidney Baker South, Highway 16 north of G Street
LOCATION #5	1200 Block Sidney Baker North, at Tivy Football Stadium
LOCATION #6	1700 Block Sidney Baker North, North of Acapulco Restaurant