

# Kings Beach spiffing up area with banners

The North Tahoe Business Association has established a program to hang banners on the new streetlights in the Kings Beach commercial core along Highway 28.

The purpose is to create a sense of community and place by promoting local activities and events.

NTBA will review and grant permission for banner installations. The streetlights and banner poles are owned by Placer County, which has issued an encroachment permit to NTBA. The banners will be installed and removed by a local contractor.

The design, manufacture and cost of banners, as well as the cost of banner installation/removal are the responsibility of the banner applicant. For more information and the application, go **online**.