



**TOWN OF MEDWAY**  
**Banner Display Policy**

**Policy**

This policy governs the placement and display of banners over Main Street (Route 109 at Medway Plaza) in the Town of Medway (hereinafter “the Town”).

1. Banners to be displayed or placed over Main Street, proposed by any individual, group or entity, are subject to the requirements of this policy, as well as the conditions set forth in paragraph six (6).
2. Banners are approved by the Town Administrator or his designee.
3. If there is a conflict involving the time of placement of two or more banners, then the banners promoting or advertising any activity, event or group within the Town shall be given preference to any such activity, event or group outside the Town. The Town specifically reserves the right to have any banners which promote activities, events or groups outside the Town removed in favor of any such activities, events or groups within the Town. The Town further reserves the right to display banners announcing Town events to the exclusion of all others. Banners announcing Town events shall take precedence over any approved request.
4. Banners displayed shall have no commercial content, except in reference to sponsorship information. Banners with commercial content, including but not limited to any form of commercial advertising or commercial logos, are otherwise prohibited. Banners shall have no partisan political content. The Town reserves the right to remove any banner which is not in compliance with this section without notice to the requester.
5. Any banner approved by the Town Administrator or his designee may contain orders, terms or conditions which the requester of the banner must comply with in order to display the banner.
6. The banner must comply with all federal, state and local laws and regulations including, but not limited to, safety and fire laws, Town bylaws and regulations, and building codes. Should the banner not comply with any of the above referenced laws and regulations, it may be removed immediately by the Town at the expense, if any, to the responsible individual or group.
7. The requester shall be liable to the Town for any and all expense associated with property damage or cleanup costs should the Town incur the same. The requester shall indemnify and hold the Town harmless for any and all property damage, bodily injury or damages of any kind caused by the banner display, as well as any and all attorney

fees and costs incurred by the Town in defense of any legal action against the Town resulting from damage caused by the banner display.

### **Mandatory Conditions for Banner Display**

1. A written application (Exhibit A – Banner Display Request) is required and must be submitted to the Town Administrator’s office, 155 Village Street, Medway at least fourteen (14) days prior to the requested display date.
2. The minimum fee is \$60 and is intended to recover the labor and materials cost associated with hanging the banner.
3. Alternatively, the applicant may make arrangements to have a professional company hang and remove the banner, the cost of which will be borne by the applicant. No fee is due in this case.
4. The \$60 fee is due within thirty days of booking and prior to banner display. If the cost to the Town to hang the banner exceeds \$60, an invoice for the balance will be issued to the applicant. Any balance must be paid within thirty days.
5. Banner will be displayed for no more than fourteen (14) days, with display beginning on a Monday. First day of display will depend of weather conditions.
6. Banner must be delivered to Town Hall between seven (7) and four (4) days prior to the display date. Banner will not be accepted outside of this time range.
7. Banner must be picked up at Town Hall no later than seven (7) days following its removal from display.
8. Banner must be in good condition and meet minimum specifications: 19 oz., webbed, hemmed, grommets, “D” rings, reinforced corners, and wind holes.
9. Any banners deemed unfit will not be displayed for traffic and pedestrian safety.
10. Display dates may be booked in advance up to one year prior to the intended date.
11. In the event that a Town Meeting or Town Election is called, the Town’s banner will take precedence over an approved request. Refunds will be provided in these instances.
12. Banners will be displayed only at the approved location on Main Street.