

## **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 “Mandatory Conditions for Banner Display”, which follows.
2. Banners are approved by the Board of Selectmen or, if so designated by the Board of Selectmen, the Town Administrator.
3. Applications for banner display may be referred by the Board of Selectmen or the Town Administrator to the Design Review Committee for a recommendation prior to approval.
4. 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.
5. 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 that is not in compliance with this section without notice to the requester.
6. Any banner approved by the Board of Selectmen or Town Administrator may contain orders, terms or conditions which the requester of the banner must comply with in order to display the banner.
7. 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.

## TOWN OF MEDWAY Banner Display Request

Organization Name: \_\_\_\_\_  
 Event for which banner is displayed: \_\_\_\_\_  
 Date(s) of event: \_\_\_\_\_  
 Dates Requested (max. 1 week): \_\_\_\_\_  
 Applicant Name/Responsible Party: \_\_\_\_\_  
 Address/Telephone: \_\_\_\_\_

Use this space to illustrate banner message, including logos and sponsor(s), or include attachment:
1. Fee of \$60 is due within seven (7) days of booking and prior to the banner display (see policy for exception). Checks should be made <b>payable to the Town of Medway</b> .
2. If cost to hang and remove banner exceeds \$60, applicant will be invoiced for the balance, and must be paid within thirty (30) days of invoice date.
3. Banners must be dropped off at Town Hall between seven (7) and two (2) days prior to the scheduled display.
4. Banner will be displayed as permitted herein, unless circumstances, such as weather, scheduling changes or staff availability cause delays.
5. Banner must be in good condition, and may be rejected if in poor condition or deemed a safety hazard.
6. Banners must be picked up at Town Hall within seven (7) days of being notified it has been taken down. Banners not claimed within fourteen days (14) may be discarded.
7. Dates may be booked no later than one year in advance of booking.
8. Length of banner should be between twenty (20) and twenty-five (25) feet.
9. Minimum standards for banner: 19 oz. banner vinyl, webbed, hemmed, grommets, "D" rings, reinforced corners, and wind holes.
10. Banners will be displayed only at the approved location on Main Street (at Medway Plaza).
11. In the event of a Town Meeting or Election, the Town's banner will take precedence over an approved request.

I acknowledge that I have received a copy of the Banner Display Policy and agree to any and all conditions therein.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

BOS Approval: Jan. 20, 2015

Mail to: Town Administrator's Office, 155 Village St, Medway, MA 02053 Email to: <a href="mailto:ta@townofmedway.org">ta@townofmedway.org</a> ; Fax to: 508-321-4988
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8. The requester shall be liable to the Town for any and all expenses 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 Board of Selectmen’s office, 155 Village Street, Medway at least ten (10) days prior to the requested display date.
2. There is a minimum fee of \$60, which is intended to recover the labor and materials costs associated with hanging and removing the banner.
3. Alternatively, with the approval of the Town Administrator, the applicant may make arrangements to have a professional company hang and remove the banner. The cost of this service will be borne by the applicant. No fee is due in this case.
4. The \$60 fee is due within seven days of booking and prior to banner display. If the Town’s cost 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 of the invoice date.
5. Banner will be displayed for no more than fourteen (14) days, with display beginning on a Monday. The first day of display will depend upon weather conditions.
6. Banner must be delivered to Town Hall between seven (7) and two (2) 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 due to traffic or pedestrian safety concerns will not be displayed.
10. Display dates may be booked up to one year in advance of the intended display date.
11. If a Town Meeting or Town Election is called, the Town’s banner announcing the event 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.