



# Banner Policy

Select Board

Contact: Building Department, 29 Middle Road, (978) 264-1726  
Town of Boxborough, MA

## Intent and Purpose

The purpose of the Policy is to ensure that, where permitted by the Town, banners placed on or over public ways and public property comply with reasonable regulations governing public safety. This Policy shall apply to all banners permitted herein. It provides the rules that all banner sponsors must follow as well as the permitting process. Banner placement shall be limited to the following location: Massachusetts Avenue in the vicinity of Pole #55 (near Police and Fire Stations).

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## Allowable Sponsors

Only non-profit, charitable, or municipal sponsors of Boxborough community, Acton Boxborough Regional School District activities or regional/ collaborative organizations of which Boxborough is a member may request permits for banners. Examples of community activities include: Fifer’s Day, Sargent Memorial Library Foundation Fund Drive, School functions, Garden Club, Town Meeting and election announcements, etc. Examples of banners that are not allowed are those promoting candidates for office, political positions, ballot questions, or those advertising products or services.

## Permitting Authority and Process

The Select Board has delegated permitting authority to the Inspector of Buildings (“Inspector”). Before completing an application, sponsors must read the Policy of Banners on the Town website [boxborough-ma.gov](http://boxborough-ma.gov) as posted on the Building Department webpage or request a copy from the Inspector.

Sponsors must complete an “Application for Banner Permit” form and submit it via hard copy to the Inspector. This form can be obtained from the Building Department or the Town’s website.

Sponsors may apply up to six (6) months in advance of the requested installation date. Applications

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BSB approved 8/18/2015, revised 8/26/2019

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filed less than thirty (30) days prior to the requested installation date will not be accepted.

The Inspector will issue permits within two (2) weeks of receipt of the application. If there is a problem with the application, the Inspector will contact the sponsor promptly. Space for banners is limited, and applications will be reviewed and approved on a first-come-first-served basis.

However, banners related to municipal activities will have priority, e.g., Town Meeting. At the time the Inspector issues the permit, he or she will notify the Department of Public Works (“DPW”).

### Cost

The permit fee will be waived for town or town-related events. All other permissible entities shall pay a fee of One Hundred (\$100.00) Dollars, payable when the banner is dropped off at the Building Department prior to installation.

### Liability

The Town assumes no liability in the installation, removal or storage of banners. The Town shall not provide any services pursuant to this Policy without having first received a completed application and the required permit fee (if any).

### Installation and Removal

The DPW is responsible for hanging banners and removing them.

The sponsor must deliver the banner to the Building Department at least one (1) week prior to the installation date. Banners will be installed for a period not to exceed fourteen (14) days. The DPW will remove the banner and return it to the Building Department.

#### ***The sponsor has two options after the removal of the banner:***

- a)** Retrieve the banner from the Building Department within one (1) week of the removal. After one (1) week, the banner will be discarded.
- b)** Authorize the Town to dispose of banner.

### Size and Technical Specifications

- Height: 40 to 45 inches
- Length: 12 to 25 feet
- Durable material with wind slits
- Grommets along the top and bottom spaced about two (2) feet apart.

The design (photo or mockup) must be provided with the application and is subject to review and approval by the Inspector of Buildings.

### Availability and Installation

The DPW does not guarantee installation and removal of banners at specified times. Emergencies and inclement weather may force a change in schedule. The DPW will make reasonable efforts to meet the requested schedule.

*This policy revokes and replaces all previous policies on this topic including the Policy on Banners dated August 18, 2015.*



# Application for Banner Permit

Contact: Building Department, 29 Middle Road, (978) 264-1726  
Town of Boxborough, MA

**Contact Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Requested installation date:** \_\_\_\_\_

**Activity date(s):** \_\_\_\_\_

## **Size and Technical Specifications:**

Please check that your banner meets the following criteria:

- Height (40 to 45 inches)
- Length (12 to 25 feet)
- Durable material with wind slits
- Grommets along the top and bottom spaced about two (2) feet apart.

The design (photo or mockup) must be provided with the application and is subject to review and approval by the Inspector of Buildings.

## **Banner Delivery and Removal:**

The banner shall be delivered to the building department before the requested installation date. The DPW will install and remove the banner. After removal:

- Sponsor will retrieve banner within one week of event
- Sponsor authorizes the town to dispose of banner after event.

## **Please attach:**

- Banner fee payment (\$100.00, payable by all sponsors, excluding town or town-related events).
- A drawing or photo of proposed banner, indicating the size, specifications, text, and color.

By signing this application, the applicant agrees to follow all regulations in the Banner Policy, and, to the extent permitted by law, the applicant shall hold harmless, defend and indemnify the town of Boxborough, a municipal corporation of the commonwealth of Massachusetts, and the town's employees, officials, volunteers, agents and board members, from any and all losses, claims, lawsuits and expenses, including but not limited to costs associated with accidents, personal injuries or damage to personal property sustained by a third party, due to the negligence of the applicant.

**Applicant signature:** \_\_\_\_\_

**Office use only:**

- Permit approved – the proposed banner appears to be in accordance with the policy on banners of the town of Boxborough
- Permit denied – the proposed banner appears not be permitted under the policy on banners of the town of Boxborough

**Issued by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Comments:** \_\_\_\_\_

**Permit number:** \_\_\_\_\_