



## **Town of Wethersfield BANNER POLICY (OVER THE STREET)**

This policy has been established to provide guidelines for sponsoring organizations who wish to display an over the street banner. This policy will also be in effect for Town-supported functions and any other non-profit or community organization or event as set forth herein. This policy outlines the number and time permitted for banner display, and sets guidelines for availability and eligibility for various organizations.

1. The Town's intent in adopting this policy is to create a welcoming environment for residents, employees and visitors in Wethersfield, and to promote the Town. Banners are not intended to provide an advertising venue to for-profit organizations and businesses and are not permitted for purposes of commercial gain.
2. A written application, on a form provided by the Town, to hang a banner must be submitted to the Physical Services Office for approval. It shall include the date of the event, the name of the sponsoring organization, the name, address and telephone number of a contact person and a diagram of the proposed banner, including proposed text. The application shall be accompanied by an application fee in the amount of \$75.
3. Banner installation and scheduling is on a first-come, first serve basis. The Town will begin accepting applications for events scheduled during a calendar year on January 1<sup>st</sup> of that year. Application should be made not later than two months before the event. Submitting an application does not constitute an approval. The Town will contact the organization if the application is approved. Incomplete applications will not be considered. The Department of Physical Services will maintain the banner installation schedule. No organization shall be permitted to install more than three (3) banners during any calendar year.
4. The Director of Physical Services will review and grant permission to install banners on an application-by-application basis. Criteria for approval includes: consistency with the Town's mission, vision and values, past contributions to the community, participation by Wethersfield residents and compliance with the terms of this policy and the Banner Specifications (attached). A denied application may be appealed to Town Council.
5. First priority shall be given to events sponsored by the Town. All other events including events being held in Wethersfield, and sponsored by a civic, charitable,

school, social, tax-exempt or non-profit organization (defined by IRS regulations), or other group promoting community events with a documented presence in the Town of Wethersfield, shall have second-priority status. In the event of a scheduling conflict between a Town-sponsored event and an application for a non-Town-sponsored event, placement will be granted to the Town-sponsored event first.

6. Except for Town-sponsored events, the name of the sponsoring organization must appear on the banner, in legible type. The sponsoring organization may include a business logo in place of or in addition to its name. The business name and/or logo must appear at the bottom of the banner and comprise no more than fifteen-percent (15%) of the banner area. Font size shall be minimum 3 inch tall lettering.
7. The banner's message content may not advertise or promote commercial products or services or for-profit organizations; advertise political campaigns, or display a political, personal or religious message or event, unless approved by the Town Council. Message content shall be simple, avoid complicated detail and be limited to the nature of the event. Lettering and graphics installed on banners shall be securely sewn or painted on the base material.
8. The event must be open to all members of the public on substantially the same basis as members of the sponsoring organization, must not discriminate on any legally forbidden basis, and must be open to and suitable for persons of all ages.
9. The sponsoring organization shall procure and maintain during the term of banner installation and display, at its own expense, the following insurance:
  - a. Commercial General Liability Insurance with limits of not less than one million dollars (\$1,000,000) combined single limit per occurrence; one million dollars (\$1,000,000) annual aggregate;
  - b. The Town, along with its elected officials, officers, agents and employees, shall be named as additional insureds;
  - c. A Certificate of Liability Insurance Form (ACORD form 25-S or equal) and a copy of an Endorsement including the aforementioned additional insureds shall be filed with the Physical Services Office at the time the sponsoring organization receives a banner permit. The Certificate shall contain a provision that coverage afforded under the policy shall not be canceled or allowed to expire until at least 30 days prior written notice has been given to the Town. The sponsoring organization shall thereafter maintain current with the Town both the Certificate and Endorsement until such time as the banner is removed.
  - d. In addition to the foregoing, a duly authorized representative of the organization shall execute a form that the sponsoring organization, its successors and assigns, agree to defend, hold harmless and indemnify the Town of Wethersfield, its elected officials, officers, agents and employees, against any and all loss, damage, claims or expense whatsoever by reason of injury (including death) to any person or property arising in any manner or under any circumstances whatsoever from the use, occupancy, operation or other activities by the sponsoring organization in connection with the banner, whether said injury or damage is suffered by the sponsoring organization, its agents, subcontractors, vendors, employees, or any other person whomsoever seeks to hold the Town, its elected officials, officers, agents and/or employees liable.

10. Once approved, the banner may hang for a period of two weeks before the event. As long as no other applicant has applied for permission this period of time may be extended. When multiple banner applications for non-Town-sponsored events are filed for the same display period, the Town cannot guarantee the location, dates, or the length of time that the banner will hang.
11. The Town provides one location for over-the-street banners: 1) On Marsh Street, approximately 100 yards south of the intersection of Great Meadow Road.
12. Banner shall be provided to the Town at no cost to the Town.
13. Banners shall be delivered to the Wethersfield Physical Services Building, 100 Marsh Street, between the hours of 7 a.m. and 3 p.m. Monday through Friday and at least one (1) week prior to the scheduled display date. Banners will not be hung if provided later. The banner should be ready to display and meet the Banner Specifications (attached). Banner maintenance is the responsibility of the owner, therefore, a banner that does not meet the requirements set forth may be sent back so it can be brought into compliance.
14. The Town of Wethersfield will hang banners in a timely manner, subject to the availability of Town resources and weather. Sponsoring organizations or their agents shall not install or remove banners, repair banners while hanging, or attempt to do so.
15. The Town of Wethersfield assumes no responsibility for damage to banners, banners that are ill-fitting, loss, fading, inappropriate designs, banners that are delivered late, late installations, wind or storm damage or craftsmanship.
16. The Town of Wethersfield will perform regular inspections of banner installations and reserves the right to remove any banner at any time to protect and ensure public health and safety and the general welfare.
17. Following the period of display or after the banner is otherwise removed, a list of any needed repairs will be attached to the banner so organizations can make the necessary corrections before their next scheduled event. The Town suggests that the list remain attached to the banner until the repairs are made.
18. Banners should be picked up within 1 week after the event is over at the Wethersfield Physical Services Building, even if the banner will be used again. If the banner has not been picked up after one week, the sponsoring organization contact person will be notified and given another week to pick it up. If the sponsoring organization does not pick up its banner within two weeks after the event is over, the Town will dispose of the banner, at the sponsoring organization's cost. The Town does not store banners and will not be held responsible for the loss of a banner.
19. The Town reserves the right to refuse to hang any banner for any reason deemed in the best interest of the Town. Banners with an offensive, profane, or obscene graphics or message and contrary to the values of the general public will not be permitted. In addition, the Town reserves the right not to hang a badly faded and/or damaged banner.

## **TOWN OF WETHERSFIELD BANNER SPECIFICATIONS**

These specifications were developed to ensure a quality banner for organizations that want to display a banner over the street and to reduce the liability accepted by the Town in providing this service. The Town reserves the right to refuse any banner that does not meet the requirements outlined below. The Town recommends use of double sided message banners.

1. Banners must be constructed of material that can withstand the forces of nature including wind forces of up to 50 m.p.h. and can be made of synthetic materials including; nylon netting, nylon reinforced material, vinyl or 16 ounce canvas.
2. Banners shall not be more than 30 inches in height and 20 feet in length.
3. Banners must have a 1 inch folded, double stitched hem around the entire banner.
4. It is recommended that banners have at least six air holes or wind slots, each 6 inches in diameter. The Town will not cut air holes or slots into a banner.
5. Banners must have reinforced #4 grommet holes along the top and bottom of the banner at 2 foot intervals and steel D rings at all 4 corners. Reinforced corners are also required.
6. Banners with wood attached to them will not be accepted.
7. Banners considered by the Town to be in poor condition will not be accepted. This would include but not limited to unnecessary tears in the material, missing eyelets and broken stitching.
8. Without notice to the organization, the Town may remove minor items deemed unnecessary or may add items to appropriately display a banner. (EX: removing or shortening ropes, adding snap hooks to reach tie off points.)
9. Except for Town-sponsored events, the name and/or logo of the sponsoring organization must appear at the bottom the banner, in legible type. The name and/or logo shall not comprise more than fifteen-percent (15%) of the banner area. Font size should be a minimum of 3 inch tall lettering.

### Other info:

1. Application Fee is \$75.
2. The banner may hang for a period of two weeks before the event. As long as no other applicant has applied for permission this period of time may be extended.
3. Banners shall be delivered to the Wethersfield Physical Services Building, 100 Marsh Street, between the hours of 7 a.m. and 3 p.m. Monday through Friday and at least one (1) week prior to the scheduled display date.
4. Banners should be picked up within 1 week after the event is over at the Wethersfield Physical Services Building. The Town does not store banners.

**WETHERSFIELD DEPARTMENT OF PHYSICAL SERVICES  
BANNER REQUEST APPLICATION**

Name of Sponsoring Organization:

Contact Name:

Phone Number:

Address:

What is the Event:

Date of Event:

What weeks would you like the banner to hang:

.....  
**Proposed Banner Copy Layout** (Use separate sheet if necessary).

(The name of the sponsoring organization or logo must be printed on the bottom of the banner and legible by motorists).

.....  
A Certificate of Liability Insurance is required with at least one (1) million dollars of coverage and naming the Town of Wethersfield as an additional insured.

Return the completed application form, certificate of insurance and the application fee of \$75, payable to the Town of Wethersfield to the Wethersfield Department of Physical Services, Wethersfield, CT 06109 at least two (2) months in advance of the requested event date.

I agree to indemnify and hold harmless the Town of Wethersfield from any damage resulting from or to said banner including, but not limited to property damage. I have read the Town of Wethersfield's banner policies and specifications and agree to adhere to these policies and specifications.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Town Staff will notify organization if request is approved or denied.

.....  
(To be completed by Town staff)

Date Received: \_\_\_\_\_

Insurance Form Received:      Yes \_\_\_\_\_      No \_\_\_\_\_

\$75 Fee Received:      Yes \_\_\_\_\_      No \_\_\_\_\_      Cash/Check # \_\_\_\_\_

Approval:      Yes \_\_\_\_\_      No \_\_\_\_\_

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