

TOWN OF NORWICH

Policy for Use of Banners on Public Highways

PURPOSE: The purpose of this policy is to provide guidance regarding requests to hang outdoor banners along Main Street and/or other public highways within the public right-of-way in the Town of Norwich.

GENERAL: The placing of banners on Main Street or other public highway is a privilege extended as a courtesy in the Town of Norwich. All banners shall be approved by the Town Manager.

DEFINITIONS: Unless otherwise stated, all words and expressions used in this policy shall carry a common and ordinary meaning.

REQUIREMENTS:

1. NO ADVERTISEMENT OF ANY KIND ON BANNER/S, INCLUDING SPONSOR LOGOS
2. It will be the responsibility of the requesting agency to arrange/ hang banners so as not to obstruct/interfere with motor vehicle or pedestrian traffic.
3. All banners shall be made of material sufficient to withstand the wind and weather.
4. The length of a banner/s shall not exceed 60 inches.
5. The width of a banner/s shall not exceed 30 inches
6. Maintenance and storage of the banner/s are the responsibility of the owner or agency.
7. Banner displays shall be for specific time periods as approved by the Town Manager and in no event will banners be displayed for longer than 14 consecutive days.
8. Requests from agencies located within the Town of Norwich or organizers of events occurring within the Town of Norwich shall receive priority.
9. The requesting agency shall be responsible for hanging and removing all approved banners. The hanging and removing of the banners will be done on Sundays unless sufficient Police Traffic Control is available.
10. The Norwich Town Manager and/or the Selectboard shall have the authority to refuse the hanging of banners that do not meet specifications and those banners which do not benefit the community at large.
11. There shall be a \$50.00 user fee for hanging authorized banners. This fee can be waived by the Town Manager.
12. All agencies or groups requesting to hang banners must sign a hold harmless agreement holding the Town of Norwich harmless from any liability in the event of the banner causing damage to persons or the property of others.
13. No person or entity shall display more than twelve (12) banners.

Adopted by the Selectboard on February 28, 2007

TOWN OF NORWICH
Policy for Use of Banners on Public Highways

Banner Permit Application / Indemnification Agreement

Instructions: Please complete the Application and Indemnification Agreement and return to the Town Manager's Office at 300 Main Street, P.O. Box 376, Norwich, VT 05055, together with the appropriate fee.

NAME OF ORGANIZATION: _____

ADDRESS: _____ PHONE: _____

CONTACT PERSON: _____ PHONE: _____

DATE/S REQUESTED FOR HANGING BANNER/S: _____

- ❖ Banners must meet the specifications set forth in the "Policy for Use of Banners on Public Highways" adopted by the Selectboard on February 28, 2007 which is attached for your information.
- ❖ It will be the responsibility of the requesting agency/person to arrange for their banners to be hung so as not to interfere with motor vehicle and/or pedestrian traffic nor to cause undue risk of injury to passersby.
- ❖ No guarantees are implied by the permit process. This application process does NOT authorize the hanging of banner/s unless officially approved by the Town Manager.
- ❖ A fee of \$50.00 is required prior to the issuance of the permit (fee can be waived by the Town Manager).
- ❖ The requesting agency agrees to hold harmless the Town and its employees from and against all claims, suits, damages, costs, losses and expenses in any manner resulting from, arising out of or connected with the hanging of said banner/s.
- ❖ This permit does not provide authorization to utilize or otherwise attach banners to any property not under the direct control of the requestor.
- ❖ A person or entity must obtain "additional" permission from the property owner on which banners will be secured.

Applicant

Date

Town Manager

Date