

TOWN OF HOLLISTON

POLICY ON BANNER DISPLAYS

By a vote of the Board of Selectmen and effective December 11, 2006, the following shall be the policy for the placement and display of banners over Washington Street in the Town of Holliston (hereinafter "The Town.")

1. Banners to be displayed or placed over Washington 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 eight (8). A determination in the first instance as to whether a banner complies with this policy shall be made by the Holliston Highway Department, subject to review and approval by a majority of the Board of Selectmen or, in the absence of such review and approval, in the discretion of the Town Administrator.
2. If there is a conflict involving the time of placement of two or more banners, then 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. (See section 8j for examples). Banners announcing Town events shall take precedence over any approved request.
3. Banners displayed shall have no commercial content. Banners with commercial content, including but not limited to any form of commercial advertising or commercial logos, are 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.
4. Any banner approved by the Board of Selectmen and/or the Town Administrator may contain orders, terms or conditions which the requester of the banner must comply with in order to display the banner.
5. The banner must comply with all federal, state and local laws and regulations including, but not limited to, safety and fire laws, Town By-laws and regulations, building codes and sanitary 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.
6. The requester shall be liable to the Town for any and all expense associated with property damage or clean up costs should the Town incur 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 and shall indemnify the Town for any and all attorney fees and costs incurred by the Town in the defense of any legal action against the Town resulting from damage caused by the banner display.

7. The Town Administrator has the authority to approve such a request as well as the authority to impose terms, orders and conditions on said request. The same procedures and restrictions stated herein shall apply in the event the request is approved by the Town Administrator.
8. All banners displayed are subject to the following mandatory conditions:
 - a. Submission of proposed banner: The complete content of any proposed banner, including any language or symbol(s), must be submitted to the Holliston Highway Department for consideration at least ten (10) days prior to the requested display date.
 - b. Nonrefundable fee of \$20.00 for **For Profit** groups only is due at time of booking with checks made payable to "Town of Holliston."
 - c. Banner will be displayed 6 – 7 days.
 - d. Banners must be dropped off at the Highway Department by Friday before 3:00 p.m. (3 days prior to scheduled display) but not more than one week before display date.
 - e. The Highway Department will notify responsible party when banner has been taken down. Banners must be picked up within one week of notification. Any banners not picked up within 30 days will be thrown away.
 - f. Banners will be displayed/taken down on Monday at the Highway Department's discretion (dependent on weather and scheduling.)
 - g. Banners must be in good condition
 - A. NO ripped eyelets;
 - B. NO frayed ropes.
 - h. Any banners deemed unfit will not be displayed.
 - i. Dates may be booked in advance up to the end of the calendar year.
 - j. In the event that a Town Meeting or Town Election is called, the Town's banner will take precedence over an approved request.
 - k. Banners will be displayed only at the approved location on Washington Street (intersection of Fairlane Way, pole no. 60/74).

New Banners

- l. Length of banner and ropes to be 75' (seventy-five feet). If an old banner, rope will be added for appropriate length.
- m. Clips should be attached to all eyelets.
- n. Top and bottom of banner must have a ring clip at each corner.