



**Town of Framingham  
Board of Selectmen**

## **Policy on Display of Street Banners**

**Issue date:**

**Type of policy:** New (  ) Amendment (  )

**Effective date:**

**Level:** Department (  ) Division (  ) Town Wide (  )

### **Policy Statement**

The purpose of this policy is to establish a procedure for the placement of promotional banners on certain utility poles in the Town of Framingham. Said banners shall be dedicated to the limited purpose of encouraging and promoting community identity, community organizations, and community activities and events that are free and open to the general public.

### **References**

Banner Application  
Sign Bylaw – Article VII: Signs and Historic Districts

### **Special Terms**

As listed herein:

- a. The term "commercial advertisement" shall mean "words, symbols or logos that direct attention to a business operated for profit or to a commodity or service for sale or lease".
- b. The term "banner" shall mean "a temporary sign made of fabric or any flexible material having no enclosing framework and intended to span a roadway".
- c. The term "political sign" shall mean "a sign pertaining to a candidate for a political office, for a ballot question associated with an election or for any political issue".

## Policy Description

The Town of Framingham Street Banner Program allows the placement of banners on certain utility poles for the limited purpose of encouraging and promoting community identity, community organizations, community activities and events that are free and open to the general public. See **Banner Application** for list of locations.

All Town Departments/Divisions and all other organizations and individuals must apply for approval under this Policy prior to installing a banner across a public roadway or right-of-way.

Applications for banner hanging are subject to requirements listed under **Limits and Conditions**. Banners must be furnished by the sponsoring organization and must comply with all specifications outlined in **Fabrication Details/Banner Specifications**.

Banners cannot contain commercial advertisement. See **Special Terms** for clarification on the definition of “commercial advertisement”.

Banners reflecting political issues are prohibited. See **Special Terms** for clarification on political signs.

## Procedure

Banner reservations will be honored on a first-come, first-served basis upon receipt of application. Banners promoting Town of Framingham events, activities, and information will have first priority.

In the event of concurrent applications or events, the Town of Framingham reserves the right to assign priority of location at its discretion.

Banner reservations for the following calendar year are accepted beginning **July 1**. For example, requests may be submitted on July 1 for dates occurring in January-December of the following calendar year.

### **To request the hanging of a banner please follow these steps:**

1. To make requests and inquire about a specific time period and desired location, please contact the Department of Capital Projects & Facilities Management Office. Request must be made no less than thirty (30) days prior to the requested date the banner is to be displayed. Following approval, applicant must obtain a Street Banner Application and copy of this policy, and return the completed application to the Capital Projects & Facilities Management Department.
2. All banner designs must be submitted with the application for review and approval.

3. Applicant will receive notification regarding their request within two (2) weeks of the Town's receipt of the application.
4. Once approved, the sponsoring organization(s) is responsible for the delivery and pick-up of its banner(s). Banners are to be delivered to the Department of Facilities Management Office, located at the Memorial Building at 150 Concord Street, Room 133, Framingham, MA by 12:00 Noon three (3) days prior to installation date. The Town cannot guarantee timely installation if banner(s) are delivered after this time as an independent third-party contractor will be performing the installation. See **Installation, Maintenance and Removal**.
5. No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event.
6. Political advertising is prohibited except as a sponsoring organization. See **Special Terms** for clarification.
7. Banners must be picked up from the Facilities Management Department immediately after removal date. If not claimed within fourteen (14) days after the removal date, banner(s) will be discarded.

## **Limits and Conditions**

### **Allowed Displays**

The following displays are permitted on street banners:

1. Advertisement or promotions of community organizations or community events;
2. Advertisement or promotions of activities sponsored by the Town of Framingham, the State of Massachusetts, or a government-owned educational institution; or
3. Welcome messages, such as those for class reunions, conventions, conferences, athletic tournaments, or local winners of major events.

### **Non- allowable Displays**

The following displays are **not** permitted on street banners:

1. Personal messages;
2. Promotion of a commercial for profit enterprise; or
3. Advertisement for clubs, churches or for profit organizations promoting an event with an admission charge.

## **Fabrication Details/Banner Specifications**

Banner(s) must be in good condition. Banner(s) must be constructed of a material that can withstand the normal and reasonably expected forces of nature (wind, extreme weather) for the period of time they are displayed. If banner material or condition of material is not acceptable, the banner(s) will not be displayed.

**Fabric:** Each banner shall be constructed of heavy-duty vinyl material or similar fabric. Examples include: See **Banner Application**.

**Banner size:** 2ft x 20ft OR 3ft x 25ft. Banners of any other size will not be accepted.

**Hardware:** Each banner shall have reinforced grommets placed every eighteen (18) inches along the top of the banner as well as on each of the four (4) corners of the banner.

**Air Slits:** Six (6) air slits, defined as 3”- 4” elliptical cuts or half circles, should be distributed over the banner to allow the wind to pass through. This will help keep the banner from twisting.

### **Duration of Display**

The banners may be permitted to be in place for a period of at least seven days, but not more than fourteen days. After fourteen days, applicant may request an extension of this period provided another applicant has not applied for permission to place banners in the same location.

Banners will be displayed Monday to Monday or Friday to Friday, only. Following the “end date”, removal is at the contractor’s discretion and convenience.

### **Installation, Maintenance and Removal**

Street banners and any hardware necessary to display them will be installed only by a licensed contractor approved by the Town of Framingham.

The applicant is responsible for any damage that may occur to the street banners, hardware, or utility poles while the street banners are being installed, displayed or removed.

Additional charges may apply if contractor needs to rehang banner(s) during the reservation dates due to severe weather conditions or improperly-constructed banners.

The Town of Framingham reserves the right to immediately remove the banners and/or revoke approval if any hazard is deemed present.

### **Disclaimers**

The sponsoring organization(s) shall hold harmless and indemnify the Town of Framingham, its officers, agents, and employees against loss or damage of its banner while on display or as a result of installation or removal. Applicants are encouraged to have appropriate insurance.

The Town of Framingham is not responsible for damage or loss of banner(s). The applicant is responsible for any damage that may occur to the street banners, hardware, or utility poles while the street banners are being installed, displayed or removed. Additional charges may apply if contractor needs to rehang banner(s) during the reservation dates due to improperly constructed banners.

The Town of Framingham reserves the right to immediately remove the banners and/or revoke approval if any hazard is deemed present.

Banners must be picked up from the Facilities Management Department immediately after removal date. If not claimed within fourteen (14) days after the removal date, banner(s) will be discarded.

### **Contact Information**

Inquiries regarding hanging street banners, requests and payment should be directed to the Capital Projects & Facilities Management Department:

Town of Framingham  
Capital Projects & Facilities Management Department  
Room 133, Memorial Building  
150 Concord Street  
Framingham MA 01702

The department is open Monday through Friday from 8:30AM to 5:00PM and can be reached at 508-532-5485.

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