

REQUEST TO PLACE BANNERS OR SIGNS

Name and address of organization: _____

Contact person and telephone: _____

Event to be promoted (including date): _____

Event date(s): _____

Banners or signs to be installed (date): _____

ATTACH A SAMPLE OR DRAWING SHOWING THE FULL TEXT/ART
TO APPEAR ON THE SIGN OR BANNER.

Location(s):

Banner (choose one) *or more*

Crane Park	
Town Office Building	
Springfield/Faculty (Hoover Park)	
Recycling Center	

Signs

Bruer Pond	
Town Office Building	
Springfield/Faculty (Hoover Park)	
Recycling Center	

Professional vendor (for small banners) or organization person (for small signs) responsible for installation (name, telephone number):

Emergency contact from sponsoring organization (name and telephone number):

Complete and return this request to:



**Board of Selectmen
240 Springfield Street
Wilbraham, MA 01095**

An acknowledgement will be issued.

**PROMOTION OF EVENTS AND ACTIVITIES
OF WILBRAHAM COMMUNITY GROUPS**

BANNERS AND SIGNS ON PUBLIC PROPERTY

PURPOSE

The Board of Selectmen wishes to make available town locations for small banners and signs promoting events sponsored by Wilbraham non-profit, charitable groups, in order to replace the over-the-street banners previously allowed on Main Street. The over-the-street banners have occasionally created problems and are currently prohibited by Massachusetts Electric Company and Verizon, the owners of the utility poles previously utilized for this purpose.

OBJECTIVE

To provide several locations on public property, suitable for temporary banners and temporary signs.

ZONING

Temporary signs are allowed under zoning for the envisioned uses. Nothing in these guidelines is intended to conflict with zoning, including limitations on size.

BANNERS

Size and materials: maximum 2' x 8' (16 sq. ft.) made of nylon, vinyl, mesh, or other flexible materials suitable for banners. Height of pole above ground shall not exceed 5'; single or double sided, as appropriate to the location and purpose.

Installation: installed on sturdy stakes or posts, staked with guy lines.

Locations: Four locations on public property are available:

- Town Office Building (side lawn area)
- Recycling Center (on fence)
- Hoover Park (Springfield & Faculty Streets)
- Crane Park.

Groups may propose alternative locations for consideration by selectmen.

SIGNS

Size: maximum 18" x 24" made of plastic, laminated poster board, or other suitable long-lasting weather resistant material. Height of overall sign and posts not to extend more than 3' above ground level.

Installation: installed on sturdy stakes, posts or commercial frame.

Locations:

- Bruuer Pond
- Town Office Building (adjacent to exit drive)
- Springfield-Faculty junction (Hoover Park)
- Recycling Center

Groups may propose alternative locations for consideration by selectmen.

SAFETY and CONDITION

All banners and signs shall be placed in such a manner as to be secure in wind and weather. Installation shall not block sight lines for nearby vehicular traffic, nor interfere with pedestrian walkways. Banners and signs which deteriorate, fall, or exhibit unsafe and unsightly condition will be removed.

TIME LIMITS

Signs and banners may be placed not more than 14 days before the target event and must be removed within 2 days of the close of the event.

INSURANCE

The Town of Wilbraham assumes no liability for the signs and the town shall be indemnified against loss or damage caused by or because of the banners or signs. While the town will not require a liability insurance policy, it is recommended that groups include signs in their event insurance.

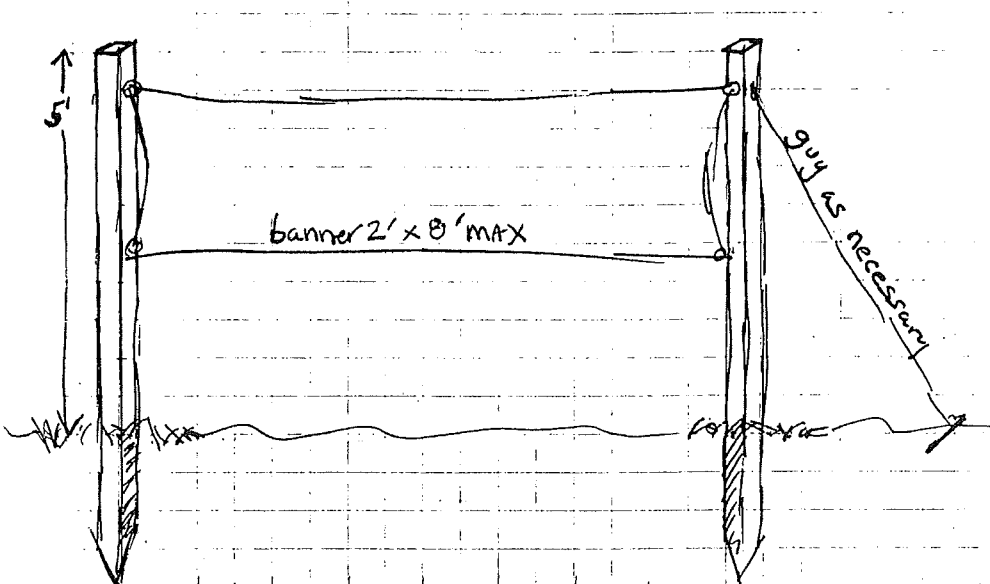
MAKING RESERVATIONS

Groups must apply at least three weeks (prefer five weeks) in advance of the targeted installation date. In the past not more than two banners were allowed to be displayed at any given time (over Main Street) and it will be necessary to keep a schedule and calendar of group requests. Groups will be granted the locations of their choice except when there are conflicting requests. Selectmen will attempt to assign locations in an fair manner, so that no group is eliminated due to overlapping requests.

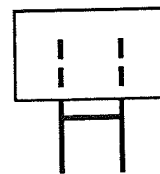
FEES

No fees will be charged to Wilbraham educational, charitable, non-profit groups to promote local events.

Basic configuration, banner on poles



Sign frame ideas
10 x 15" sign stake
for corrugated
plastic signs 24 x 18"



Steel tube locking frame
with poster "pocket"

