



Town of Stow
Building Department
380 Great Road
Stow, Massachusetts 01775
(978) 897-2123

Policy on Banners
Effective March 3, 2010

Pursuant to the Board of Selectmen's authority found in Section 6 of Article 6 of the Town of Stow General Bylaws, the following Policy is hereby adopted, to be effective upon the filing of the same with the Stow Town Clerk on March 3, 2010.

Purpose

The purpose of this policy is to ensure that, where permitted by the Town, banners placed on or over public ways and public property comply with reasonable regulations governing public safety. Accordingly, the Board of Selectmen has adopted the following Policy, which shall apply to all banners permitted herein.

This policy covers banners that are placed over public ways in the Town of Stow. It provides the rules all banner sponsors must follow as well as the permitting process. Banner placement shall be limited to the following locations:

- (1) ROUTE 117 AT SAINT ISADORE'S CHURCH
- (2) ROUTE 117 & 62 AT TOWN COMMON
- (3) ROUTE 117 & 62 AT UNION BLUE DOOR CHURCH

Allowable Sponsors

Only non-profit, charitable, municipal or religious sponsors of Stow community and school district activities may request permits for banners. Examples of community activities include: Run for the Woods, Sounds of Stow concerts, Springfest, Nashoba Regional High School productions, Community Chest fund drive, Town Meeting and election announcements, etc. Examples of banners that are not allowed are those promoting candidates for office, political positions, ballot questions, any election or other voter-related event, etc.

Fees and Insurance

The fee is \$75 per banner, payable by all sponsors except Town Boards and Committees.

Permitting Authority and Process

The Selectmen have delegated permitting authority to the Building Inspector. Before applying, sponsors must read the Policy on Banners on the town website or request a copy from the Inspector.

Sponsors may apply starting three months prior to the activity in question. Applications filed less than 30 days prior to the requested installation date will not be accepted.

The Inspector will issue permits within two weeks of receipt of the application. If there is a problem with the application, the Inspector will contact the sponsor promptly. Space for banners is limited, and applications will be reviewed and approved on a first-come-first-served basis. There is a limit of one banner per activity. At the time the Inspector issues the permit, he or she will also notify the Highway Department.

Banners related to municipal activities will have priority; e.g., Springfest.

Sponsors must complete an “Application for Banner Permit” form and submit it via hard copy. (This form is attached to this document. It can also be obtained from the Building Inspector’s office.)

Installation and Removal

The Highway Department is responsible for hanging banners and removing them and will place the banner in one of three locations. The sponsor can request a specific location in the application, and the Highway Department will make every effort to place the banner where requested. However, due to size or other banners that may already be hanging or permitted, the Highway Department has the right to place the banner at any of the three locations.

The sponsor must deliver the banner and a copy of the permit to the Highway Department at least one week before the installation date. Banners will be installed no earlier than two weeks prior to the activity. The Highway Department will plan to remove the banner and take it to the Highway Department for pick up within one week after the activity.

The sponsor must pick up the banner within two weeks following the removal; otherwise, a storage fee of \$30 per week may apply.

Size and Technical Specifications

- Height: 36 to 44 inches
- Length: 12 to 25 feet
- Durable material with wind slits
- Grommets along the top and bottom spaced about two feet apart



**Town of Stow
Building Department**

Application for Banner Permit

NAME, ADDRESS, & PHONE #
OF BANNER OWNER:

BRIEF DESCRIPTION OF ACTIVITY

INSTALLATION DATE: _____

ACTIVITY DATE: _____

PREFERRED BANNER LOCATION

- ROUTE 117 AT SAINT ISADORE'S CHURCH
- ROUTE 117 & 62 AT TOWN COMMON
- ROUTE 117 & 62 AT UNION BLUE DOOR CHURCH

Size and Technical Specifications

- Height: 36 to 44 inches
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ATTACH A SCALE DRAWING INDICATING THE FOLLOWING:

1. Size and Technical Specifications in accordance with the Policy
2. Text and Color

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OFFICE USE ONLY

PERMIT DENIED - The proposed banner appears NOT to be permitted under the Banner Policy of the Town of Stow.

PERMIT APPROVED - The proposed banner appears to be in accordance with the Banner Policy of the Town of Stow.

ISSUED BY: _____ DATE: _____

COMMENTS: _____

PERMIT NUMBER: _____

NOTE: BANNER SHALL BE TAKEN TO THE HIGHWAY DEPARTMENT, 88 SOUTH ACTON ROAD. THE HIGHWAY DEPARTMENT WILL INSTALL AND REMOVE THE BANNER.