

Banner Policy

Effective July 1, 2018

Purpose

The purpose of the Policy is to ensure that, where permitted by the Town, banners placed on or over public ways and public property comply with reasonable regulation governing public safety.

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

- 100 – 200 Main Street
- 1200 – 1300 Main Street

Request and Scheduling

Before submitting an application, contact the Concord Municipal Light Plant (CMLP), 1175 Elm Street, (978) 318-3101, to see if your dates are available. If available, submit the following items for approval:

- Completed application
- Picture or mockup of the banner
- Insurance certificate will need to be provided to CMLP prior to the installation of the banner

Installation Period

Banners shall be installed for a period not to exceed eight (8) days, in accordance with the Town's Sign By-Law.

Insurance Requirements

Prior to any installation, the CMLP shall receive an insurance certificate for the period of the banner installation. The certificate shall designate the CMLP as an additional insured entity under the terms of the agency's policy. The general liability insurance shall be for a minimum of \$500,000.

Liability

The CMLP assumes no liability in the installation, removal or storage of banners. The CMLP shall not provide any service pursuant to this Policy without having received from the requesting agency an indemnity agreement in a form satisfactory to the CMLP

Delivery

All banners shall be delivered to the CMLP Operations Center no more than 5 business days in advance of the scheduled installation date and shall be picked-up within 5 business days after removal. If the banner is not picked up within the 5 business days after removal the banner will be discarded.

Banner Specifications

All banners shall conform to the CMLP's specification (see below) and must be in good condition with no tears or severely worn areas. Non-conforming banners will not be installed.

Banner Height: Minimum of 2 feet; Maximum of 4 feet

Banner Width: Minimum of 20 feet; Maximum of 25 feet

Construction: Minimum of 16 oz. vinyl material
Air holes (8 inch diameter semi-circular slits) staggered throughout
Reinforced Corners
Webbing sewn into edges
'D' Rings on all 4 corners
Grommets located approximately every 24" along top

Availability and Installation

This service is available only to local, non-profit agencies. CMLP does not guarantee installation and removal of the banners at specified times. System emergencies and inclement weather may force a change in schedule. CMLP will, however, make reasonable efforts to meet the requested schedules.

Fee and Payment

All permissible entities shall pay an installation/removal fee of Five Hundred (\$500) dollars, payable when the banner is dropped off at the CMLP Operations Center prior to installation. This fee may be waived by the Town Manager for town or town-related events.