



Town of Sunderland

OVER-THE-STREET BANNER POLICY & REGULATIONS

The Board of Selectmen hereby adopts the following policy and regulations governing over-the-street banners.

General Information

Over-the-street banners may be displayed in Sunderland only by permit from the Board of Selectmen or its designee. Permitted banners shall be displayed between the designated poles on North Main Street, approximately ninety (90) feet north of the Route 116/Route 47 intersection. Over-the-street banners shall be erected by the Highway Department.

Banner Content

- Permits will be granted only for single-sided banners which announce an upcoming event sponsored by a non-profit or not-for-profit organization, which event shall commence not later than 30 days after the hanging of the banner. Permits granted prior to the effective date of amended rules and regulations shall not be grandfathered. The Town may require an organization to present a copy of its non-profit status as approved by the Federal government or the Commonwealth of Massachusetts.
- Banners must contain the name and date of the event and the name of the sponsoring non-profit or not-for-profit organization. Banners may contain acknowledgement of commercial sponsors on not more than 10% of the banner. All printing must appear on a single side of the banner.

Banner Permits

- Banner permit fees shall be set by the Board of Selectmen.
- Applications for banner permits shall be filed with the Board of Selectmen's office not less than ten (10) days prior to the meeting at which Board will consider the application.
- If approved by the Board of Selectmen, a permit term shall be valid no more than 30 days prior to the event, for not more than ten (10) consecutive calendar days beginning and ending on a Monday through Thursday. For a permit term during which a legal holiday falls on the end date, the term will be extended to the next non-holiday weekday, Monday through Thursday.
- If approved by the Board of Selectmen, banner permits shall be granted on a first-come, first-served basis for not more than two (2) non-consecutive permit terms per year for separate, dated events. Applications will be accepted not more than one (1) year in advance of the requested permit term.
- Banners must be delivered to the Board of Selectmen's office by 12:00 noon on the Thursday preceding its permit start date. Banners removed at the end of the permitted term shall be retrieved from the Highway Department by appointment. Banners not retrieved after 30 days shall be disposed of at the cost of the sponsoring organization.

Banner Construction

- The permitted sponsoring organization is solely responsible for the construction of the banner which shall be constructed of a canvas fabric equal to a weight of 10.10 ounces per square yard, or of a nylon fabric. The banner fabric shall be hemmed on all four sides in triple thickness. Five (5) #1 spur grommets shall be installed on the top edge of the banner, equally spaced. Two 3/8" diameter synthetic ropes, each 75 feet in length, shall be sewn into the top and bottom edges of the banner. The recommended banner size is 25'-30' long by 2'-3' wide. Slashes or cuts in the banner will not be permitted. The Highway Department has the right to refuse to hang a banner which does not meet these requirements.