



## **Policy for Use of Banners on Public Highways**

**Effective Date:** Upon Adoption [October 23, 2019]

**Purpose:** The purpose of this policy is to provide guidance regarding requests to hang outdoor banners along Main Street and/or other public highways within the public right-of-way in the Town of Norwich.

**Authority:** 24 VSA Section 4411; Section 3.11 of Town of Norwich Zoning Regulations

**Policy:** The placing of banners on Main Street – including the Gazebo on the Town Green – and other highways in the public right-of-way is a privilege extended as a courtesy in the Town of Norwich. All banners shall be approved by the Town Manager.

All banners must represent or promote local not-for-profit or cultural civic events or activities of particular interest or benefit to the greater Norwich community. Banners shall not be used for commercial advertising or to advertise or promote political candidates, parties or issues. An official logo of a business or corporation sponsoring the event may be included on a banner, but must take up less than 25% of the area of the banner.

The Norwich Town Manager and/or the Selectboard shall have the authority to refuse the hanging of banners that do not meet specifications and those banners which do not benefit the community at large.

**Definitions:** Unless otherwise stated, all words and expressions used in this policy shall carry a common and ordinary meaning.

### **Procedures:**

1. Requesting Agency.
  - a. Requests from agencies located within the Town of Norwich or organizers or events occurring within the Town of Norwich shall receive priority.

**Norwich, Vermont**  
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**As Revised, October 23, 2019**

- b. Maintenance and storage of the banner/s are the responsibility of the owner or agency.
2. Banner Specifications
- a. All banners shall be made of material sufficient to withstand wind and weather.
  - b. For banners to be placed on poles along the public right-of-way, the length of the banner(s) shall not exceed 60 inches in length and 30 inches in width.
3. Request Approval
- a. A completed Banner Permit application shall be submitted to the Town Manager. A banner posting is authorized when approval is communicated by the Town Manager.
  - b. Banner displays shall be for specific time periods as approved by the Town Manager and in no event will banners be displayed for longer than 14 consecutive days.
  - c. No person or entity shall display more than six (6) banners.
  - d. There shall be a \$50.00 user fee for hanging authorized banners. This fee can be waived by the Town Manager.
  - e. All agencies or groups requesting to hang banners must sign a hold harmless agreement holding the Town of Norwich harmless from any liability in the event of the banner causing damage to persons or property of others.

Adopted by the Selectboard on February 28, 2007  
Revised January 27, 2016  
Revised October 23, 2019

**TOWN OF NORWICH**  
**Policy for Use of Banners on Public Highways**

**Banner Permit Application / Indemnification Agreement**

Instructions: Please complete the Application and Indemnification Agreement and return to the Town Manager's Office at 300 Main Street, P.O. Box 376, Norwich, VT 05055, together with the appropriate fee.

NAME OF ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ PHONE: \_\_\_\_\_

DATE/S REQUESTED FOR HANGING BANNER/S: \_\_\_\_\_

- ❖ Banners must meet the specifications set forth in the "Policy for Use of Banners on Public Highways" adopted by the Selectboard on February 28, 2007, revised January 27, 2016, and revised October 23, 2019.
- ❖ It will be the responsibility of the requesting agency/person to arrange for their banners to be hung so as not to interfere with motor vehicle and/or pedestrian traffic nor to cause undue risk of injury to passersby.
- ❖ No guarantees are implied by the permit process. This application process does NOT authorize the hanging of banner/s unless officially approved by the Town Manager.
- ❖ A fee of \$50.00 is required prior to the issuance of the permit (fee can be waived by the Town Manager).
- ❖ The requesting agency agrees to hold harmless the Town and its employees from and against all claims, suits, damages, costs, losses and expenses in any manner resulting from, arising out of or connected with the hanging of said banner/s.
- ❖ This permit does not provide authorization to utilize or otherwise attach banners to any property not under the direct control of the requestor.
- ❖ A person or entity must obtain "additional" permission from the property owner on which banners will be secured.

\_\_\_\_\_  
Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Town Manager

\_\_\_\_\_  
Date