



# Town of Simsbury

933 HOPMEADOW STREET

P.O. BOX 495

SIMSBURY, CONNECTICUT 06070

*Thomas F. Cooke - Director of Administrative Services*

## BOARD OF SELECTMEN MEETING AGENDA SUBMISSION FORM

1. **Date of submission:** November 20, 2013
2. **Date of Board Meeting:** November 25, 2013
3. **Individual or Entity making the submission:**  
Gerard G. Toner, Director of Culture, Parks and Recreation
4. **Action requested of the Board of Selectmen (Acceptance of gift, creation of reserve, approval of contract, information only, etc. Be as specific as possible with respect to the desired action of the Board.):**  
*The Individual or Entity making the submission requests that the Board of Selectmen:*  
  
Approve draft of Route 10 Banner Display Policy
5. **Individual(s) responsible for submission (Please include complete contact information. The identified individual(s) should be prepared to present information to the Board of Selectmen at the Board Meeting.):**

Gerard G. Toner, Director of Culture, Parks and Recreation  
860-408-4682  
gtoner@simsbury-ct.gov

6. **Summary of Submission** (Include in your summary (i) relevant dates and timelines; (ii) parties involved; (iii) a description of financial terms and conditions specifically identifying the financial exposure/commitment of the Town of Simsbury; (iv) whether or not contracts, licenses and other legal documents have been reviewed by the Town's counsel; and (v) other information that will inform the Board of Selectmen's consideration of your submission. Include any additional information in an attached memorandum.):

The attached policy has been written to clarify the display of the lightpole banners along Route 10. Input was also provided by the land use commissions, Performing Arts Center Board, Simsbury Chamber of Commerce, and the Simsbury Main Street Partnership. The policy has been reviewed by Town Attorney Robert Decrescenzo.

A provision of the policy allows for organizations that have been granted permission to display their banners in the past to be "grandfathered" in for future displays, as space allows.

7. **Description of documents included with submission** (All documents must be in final form and signed by the appropriate party.):

*The following documents are included with this submission and attached hereto:*

Draft of Route 10 Lightpost Banner Display Policy dated November 20, 2013



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*Culture, Parks and Recreation*

**DRAFT**

## TOWN OF SIMSBURY

### ROUTE 10 LIGHTPOST BANNER DISPLAY POLICY

The Town of Simsbury affords Simsbury based non-profit organizations the opportunity to display banners for town-sponsored events on 19 designated bracketed poles (DBP) on Route 10.

#### **I. Definitions**

**Eligible Organization:** To be eligible to apply for use of the designated bracketed poles, an organization must be able to demonstrate that (a) it is a not-for-profit organization as defined by the Internal Revenue Service or the State of Connecticut; and (b) it is based in Simsbury.

**Town-Sponsored Event:** An event shall be considered a "Town-Sponsored" when it is funded by the Town of Simsbury, organized by the Town of Simsbury or one of its Departments, or receives significant support in the form of in-kind services from the Town of Simsbury. The term "Event" shall include events scheduled on particular dates and times or for specific time periods for which specific events are scheduled.

#### **II. Requirements and Application**

- A. All proposed banners must comply with Article 10, Section C-5, TEMPORARY SIGNS FOR PUBLIC PURPOSES, of the Town of Simsbury Zoning Regulations which governs the display of temporary signs for charitable and civic purposes.
- B. An Application for display of banners is available from and shall be made to the Town of Simsbury Culture, Parks and Recreation Department. In addition to submission of the application to the Town of Simsbury, Eligible Organizations are also required to obtain an "Encroachment Permit" from the State of Connecticut Department of Transportation (DOT) as set forth below and to submit the permit with the application.
- C. Applications shall include the following:
  - a. Documentation demonstrating that the organization is a not-for-profit organization based in Simsbury.

- b. Information demonstrating that the banner is sought in connection with promotion of a Town-Sponsored Event.
- c. A clear statement of the purpose of the banner and a description of the content, size, location, and tenure of the proposed banner. **The maximum period for display of a banner is eight (8) weeks.** The tenure of display shall be listed on the approved permit.
- D. All Eligible Organizations must obtain both a Certificate of Insurance (COI) naming the Town of Simsbury and State of Connecticut as the insured, and an “Encroachment Permit” from the Connecticut Department of Transportation (Division IV Permitting), allowing the banner to be hung in the DOT right-of-way.
- E. Eligible Organizations should be aware that DOT regulations allow the sponsor name to be placed on the banner (subordinate to the message), but no further commercial content/advertising is allowed. A sample of the proposed banner must be included in the application to DOT.
- F. The Culture, Parks and Recreation Department will administer the display of the banners. There will be a \$250 fee payable to the Town of Simsbury to offset staff costs for the display of the banners. Only Town of Simsbury staff will be permitted to put up and take down the banners.
- G. In the event of approval of an application, a Temporary Sign Permit shall be issued by the Zoning Enforcement Officer (ZEO).

**To be considered:** Whether or not an organization that has been granted permission to display banners in the past (Westminster School, Ethel Walker School, Simsbury Chamber of Commerce) should be “grandfathered” for future permission to display banners, as space allows.

November 20, 2013