



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

## TOWN OF SIMSBURY BANNER DISPLAY POLICY

*Adopted by the Simsbury Board of Selectmen on March 26, 2018*

*Revised Date: April 22, 2019*

### I. Purpose

The Town of Simsbury affords Simsbury based organizations and other governmental agencies the opportunity to display banners along Hopmeadow Street for events using attachments to decorative street lights, a single banner hung over and across Hopmeadow Street adjacent to Shultz Park, or a single banner hung over and across Iron Horse Boulevard near the intersection with Hopmeadow Street. The pole mounted banners utilize 19 designated bracketed poles (DBP). These poles are located on both sides of the roadway between Massaco Street and Wilcox Street.

“Events” are to include those scheduled on particular dates and times or for specific time periods for which those events are scheduled. General information for youth and adult sports leagues are not considered to be events.

### II. Applicability

All organizations listed under Section IV of this policy wishing to display banners along Hopmeadow Street using attachments to decorative street lights or a single banner hung over Hopmeadow Street adjacent to Shultz Park or Iron Horse Boulevard are expected to comply with the provisions of this policy.

### III. Effective Date

This policy shall be effective immediately and shall remain in effect until revised or rescinded. The Town reserves the right to amend this policy as necessary. This policy replaces the Route 10 Light Post Banner Display Policy approved by the Board of Selectmen on November 25, 2013.

### IV. Authorized Users, *In order of Priority*

- A. **Town of Simsbury:** The Town of Simsbury, one of its Departments, or an event receiving direct or in-direct support from the Town in the form of co-sponsorship.
- B. **Non-Profit Organizations Serving Simsbury Residents:** A 501(c)(3) not-for-profit organization as defined by the Internal Revenue Service or the State of Connecticut, serving Simsbury residents, and promoting an event taking place in Simsbury.

- C. **Not-for-Profit Organizations, Civic Organizations, and Other Governmental Agencies:** A not-for-profit organization, civic group, or another governmental agency, serving Simsbury residents, and promoting an event taking place in Simsbury.

## V. Requirements and Application

- A. Use of the banners is limited to Authorized Users, as listed above in Section IV of this policy.
- B. All proposed banners must comply with the terms of this policy.
- C. An application for display of banners is available from and shall be made to the Town of Simsbury Planning Department. Applications shall include the following:
- Documentation demonstrating that the organization meets the definition of an Authorized User as outlined in Section IV of this policy.
  - Information demonstrating that the banner is promoting an event as defined in Section I of this policy.
  - A clear statement of the purpose of the banner and a description of the content, size, location, and tenure of the proposed banner.
  - A scaled picture rendition of the content of the proposed banner along with any sponsorships.
  - Name and contact information of the person responsible for coordinating the drop-off and pick-up of the banners.

Applications for each calendar year may be submitted starting on January 1<sup>st</sup> of the same calendar year.

- D. The Town will administer the display and removal of the banners. Only Town of Simsbury staff will be permitted to put up and take down the banners.
- E. All Authorized Users must obtain a certificate of insurance (COI) naming the Town of Simsbury as additional insured, with minimum coverage limits of \$1,000,000. For banners hung on Hopmeadow Street, the COI must also name the State of Connecticut as additional insured.
- F. At the writing of this policy, Authorized Users should be aware that DOT regulations allow the sponsor name to be placed on the Hopmeadow Street banners (subordinate to the message), but no further commercial content/advertising is allowed.

- G. No banners will be displayed between the dates of December 1<sup>st</sup> and March 31<sup>st</sup>, with the exception of the banner for the Martin Luther King, Jr. event in January.
- H. If approved, the individual banner across Hopmeadow Street banner may be authorized for up to a two-week period, twice per year for any organization. If approved, lamp post banners may be authorized for up to an eight-week period, once per year.
- I. All banners shall be dropped off at the designated Town Hall location (933 Hopmeadow Street) by 6am on the Friday preceding the date in which the banner(s) will be hung. Banner(s) must be picked up within one week of removal or they will be disposed. The Town of Simsbury assumes no responsibility for damage to banners, banners that are ill-fitting, loss, fading, inappropriate designs, banners that are delivered late, late installations, wind or storm damage or craftsmanship.
- J. Installation of the banners will be made as close as possible to the approved dates; however, the Town reserves the right to alter the hanging schedule in the event of exigent circumstances such as but not limited to inclement weather, a public emergency, or available staff resources. Deviations from the hanging schedule shall be granted by the Town Manager, or his/her designee.
- K. In the event of approval of an application, a Temporary Sign Permit shall be issued by the Zoning Enforcement Officer (ZEO).

**TEMPORARY NON-PROFIT SIGN PERMIT  
HOPMEADOW STREET BANNERS  
SIMSBURY, CONNECTICUT**

**Applicant Information:**

- ☐ *Name of 501(c)(3) : \_\_\_\_\_(provide proof of status)*
- ☐ *Information concerning the Town Sponsored Event/Town*
- ☐ *A scaled picture rendition of the banner showing all content- this can be provided by the sign company*
- ☐ *Certificate of Insurance naming the Town of Simsbury and State of Connecticut as an additional insured, with a minimum policy limit of \$1,000,000*

Nothing in this permit shall supersede any other federal, state, municipal or private laws, regulations, ordinances or by-laws, which may be binding.

**\*\*PLEASE PRINT\*\***

**APPLICANT'S NAME:** \_\_\_\_\_

**APPLICANT'S ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**HOME PHONE:** \_\_\_\_\_ **CELL PHONE:** \_\_\_\_\_

**BUSINESS PHONE:** \_\_\_\_\_ **FAX NUMBER:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**DATE BANNER TO BE HUNG:** \_\_\_\_\_ **EVENT DATE:** \_\_\_\_\_

**DATE BANNER TO BE REMOVED:** \_\_\_\_\_

**I agree to indemnify and hold harmless the Town of Simsbury from any damage resulting from or to said banner including, but not limited to property damage. I have read the Town of Simsbury's banner policies and specifications and agree to adhere to these policies and specifications.**

**Applicant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Approved By:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Zoning Enforcement Officer**

## **HOPMEADOW STREET ROAD BANNER SPECIFICATIONS**

- ❑ Banners must be made by an approved professional installer (sign builder) who is familiar with the specific requirements necessary to build, rig, hang, adjust, and take down a banner of utmost safety.
- ❑ No “homemade” banners will be allowed.
- ❑ Banners shall have a finished overall length 29'11" x width 41", and have a minimum of ten (10) well dispersed “air holes” to reduce wind pressure. The banner cannot be less than eighteen (18) feet above the center of the pavement.
- ❑ Banner must be strong enough to withstand 50 mph wind.
- ❑ The ends of the banner should have a two-inch diameter “sleeve” so the iron pipes may slide through it at each end. Ends are to be *rolled* and heavily stitched to allow 1" pipe to go through.
- ❑ ¾" grommet holes will be located on the top and bottom of the banner three inches from each doubly reinforced corner of the banner and every 18" along the top and bottom of the banner.
- ❑ Grommets shall be of at least ½-inch in diameter in order to accommodate the hardware.
- ❑ No print closer than 4" from top.

## **HOPMEADOW STREET LAMP POST BANNERS**

- ❑ Finished size of lamp post banners shall be 30"x60"
- ❑ There shall be 2.5" pole pockets and 1" hems all the way around