

**TOWN OF BRUNSWICK
GUIDELINES FOR THE INSTALLATION OF BANNER-TYPE SIGNS**

POLICY

In accordance with the current Brunswick Zoning Ordinance, Chapter 6, Section 605.1, it is the policy of the Town to permit a person or organization to display a banner-type sign across a public way under specific circumstances. The proposed banner must announce a function, which is of town-wide interest or importance. Commercial advertising may not be displayed on the banner, i.e., Pepsi, Coke, etc. The installation and suspension of a banner must meet all relevant State and local safety requirements. Additionally, the banner must pose no adverse effect to property or to the health, safety or welfare of the general public. To prevent problems from high winds, all banners must have two (2) vent holes per each foot of banner length.

The parties requesting the installation of a banner must provide a letter to the Town Manager, with a sketch showing the dimensions, method of installation, materials and text of the proposed banner. The Town Manager or his designee will make the decision to approve or disapprove the request. In granting permission to install a banner over a public way, the Town Manager or his designee shall establish the dates of installation and removal. A maximum two-week time period is permitted.

INSTALLATION

The promoter is responsible for arranging for the installation of any banner, including the costs to contract for any aerial equipment, which may be required.

TRAFFIC

The promoter shall not block or reduce the existing travel lanes and shall use appropriate traffic control measures during installation. It is suggested that installation work be done in the early morning hours to avoid peak hour afternoon traffic. The promoter is also responsible for ensuring the public safety on the highway during installation. The Town reserves the right to require a promoter to furnish a police officer to guarantee these goals.

MAINTENANCE

The promoter is responsible for ensuring that all banners are properly installed and that they are properly maintained so as to prevent any traffic hazard or public nuisance. The Town reserves the right to repair or remove any banner, which poses an immediate or potential hazard. The promoter agrees to assume the cost of any such repair or removal.

REMOVAL

It is the responsibility of the promoter to arrange for the removal of any banner on or before the specific removal date. Removal date will be determined in advance by the Town Council.

INSURANCE

Proof of insurance from both the promoter and the contractor who will install and remove the banner must be provided before installation of the banner. The promoter and contractor must furnish the Town with certificate of liability insurance in the amount of at least \$500,000, which will cover any claims that might arise as a result of the installation, presence, or removal of a promotional banner. The original request letter will also state that the promoter and contractor will hold the Town harmless for any damages.