

Amended on 4/11/2022

Selectmen's Policy on Banner Placement

Preamble – The Selectmen have adopted this policy so that The Town and not-for-profit organizations that serve the Citizens of York will have an effective means of notifying the Community of upcoming events, programs and opportunities.

1. Banners may only be placed at the two approved locations: York Street near the Baptist Church and Main Street near the Center for Active Living (36 Main Street). Banners must be no more than 15 feet long and 28"-30" tall in size and must be constructed out of at least 16oz vinyl, have sewn hems with webbing edges, heavy duty grommets and sewn D ring corners, so they are strong enough to withstand the elements and minimize safety risks. The Town reserves the right to inspect all banners and to require the immediate removal of any banner that in the sole judgement of the Town is unsightly, poorly constructed or does not comply with the intent or requirements of this policy.
2. Banners may only advertise events and/or programs sponsored by not-for-profit groups that benefit the Citizens of York
3. All organizations using the Banner Cables will be required to sign a release accepting responsibility and liability for their banner.
4. Banners may not include any commercial advertising such as but not limited to soft drink logos. Banners may however include the name of up to three sponsoring businesses as long as the names of the sponsoring businesses are subordinate in size to the lettering announcing the event.
5. Banners may not be hung/displayed more than twelve days before the scheduled event and must be removed within 48 hours of the conclusion of the event. These conditions are dependent on the availability of the cables and volunteers hanging/removing banners.
6. Organizations wishing to use the Banner Cables must reserve a time with the Town. Recurring annual special events will be given priority and shall submit a completed Banner Request Form on or before January 15 of that year; contingent on extenuating circumstances, recurring annual special events may submit a reservation form after this date. Non-recurring special events cannot submit a Banner Request Form more than six months in advance of the proposed event. Additionally, a banner cannot be hung for more than two consecutive weeks, as to offer as many organizations the opportunity to make a reservation.
7. Failure of a not for profit to comply with this policy may result in the loss of their ability to use Banner Cables for a fourteen-month period.