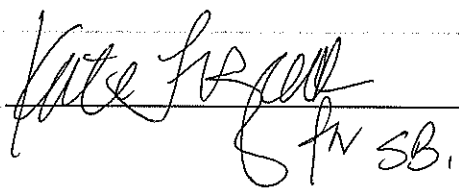


Town of Needham Select Board

Policy Number:	SB-DIS-005
Policy:	Banner Policy
Date Approved:	March 23, 2021
Date Revised:	
Approved:	 Chair, Select Board for SB.

Section 1. Definitions

Needham Community Revitalization Trust Fund (NCRTF) – The NCRTF is a Committee appointed by the Select Board. The Committee manages and helps fund the installation of banners (and poles) in conjunction with the Board and the Office of the Town Manager.

Pole Banner – A pole banner is defined as a piece of cloth bearing a symbol, logo, slogan or other message that is attached to a designated pole on both ends.

Street Banner – A street banner is defined as a piece of material bearing a symbol, logo, slogan or other message that is displayed across a public street by being affixed to designated poles or other sturdy mechanisms on either side of the street.

Public Building Banner – A building banner is defined as a piece of material bearing a symbol, logo, slogan, or other message that is affixed to a public building. Building banners are limited to extraordinary circumstances or emergency situations as set forth in Section 3.5 of this policy.

Section 2. Policy

It is the policy of the Town of Needham to allow the use of banners in the Chestnut Street, Needham Center and Needham Heights business districts as provided herein.

- 2.1 Banners may be authorized by the Select Board for Town purposes and for non-profit organizations with a substantial Needham connection, with a particular emphasis on the placement of banners that highlight positive attributes of the Town or publicize upcoming events. For purposes of this section a substantial Needham connection may include having a mailing address in Needham, having principals who live or are employed in Needham, having a demonstrated history of providing services or programs, or sponsoring events, that benefit Needham, etc.
- 2.2 Banners must be in compliance with all applicable Town By-laws and this Select Board Policy.

- 2.3 Banners may not be used for commercial advertising; provided, however, that the name and/or logo of a commercial sponsor of a public event to be held by a non-profit organization or the Town may appear on a banner.
- 2.4 Banners must comply with the banner design, installation, and maintenance guidelines as provided in the Banner Guidelines to be developed in conjunction with the NCRTF.

Section 3. Programs

3.1 Symbols of Pride Program This includes approved banners, or the American Flag, to be installed on cobra head streetlight poles and period-styled, double-banner style streetlight poles along Great Plain Avenue, Chestnut Street, and Highland Avenue.

- 3.1.1 All banner artwork must be reviewed and approved by the NCRTF and the Select Board to ensure that the design and specifications are appropriate for the program.
- 3.1.2 The Symbols of Pride Program currently consists of 26 Cobra Head poles and 23 Period-styled pole locations.
- 3.1.3 The American Flag will be on display for Patriot's Day, Memorial Day, Flag Day, Independence Day and Veterans' Day.

3.2 Chapel Street Banner Showcase Program This program is designed to increase awareness of Municipal and Needham-based non-profit organizations, publicize events, and impart messages.

- 3.2.1 Showcase banner designs should be "Evergreen" in nature (without a specific event time/or date) to maximize the value of their production costs over multiple years of display.
- 3.2.2 This program consists of ten (10) designated period-style, double banner arm light poles on Chapel Street. These ten double poles along Chapel Street are configured to display 10 Anchor banners (non-rotating) and two Five Banner (rotating) cycles designed to allow for two different banners to be displayed at the same time.
- 3.2.3 Showcase banners are limited to a 30-day period unless otherwise approved by the Select Board.

3.3 Street Banner Program – Reserved

3.4 Public Building Banner Program The Select Board may approve the display of a building banner on the front of Town Hall or other municipal building under the jurisdiction of the Board, consistent with the policies set forth in Section 2.

- 3.4.1 Public Building Banners will only be authorized in extraordinary circumstances or for emergency situations.

3.4.2 Public Building Banners are limited to a 30-day period unless otherwise approved by the Select Board.

3.4.3 Approval of Public Building Banners is limited to municipal uses only.

Section 4. Exceptions

The Select Board reserves the right to make exceptions to this policy if determines it is in the best interests of the Town to do so.