



## City of Worcester

### *Banner Program Guidelines*

The City of Worcester owns thousands of light poles throughout the downtown and along primary commercial corridors. The Worcester Banner Program complements the City's Wayfinding Initiative and public art policies and builds on the vast diversity of destinations and attractions within the city.

Not-for-profit organizations and institutions may apply to the City of Worcester for approval of a banner or banner system for the vicinity of the organization/institution or associated event, as long as it is within a commercial or institutional district. Banners must be appropriate for general viewing. Banners shall contribute to civic pride, complement the surrounding streetscape, and be easy to read/understand. The period of installation shall not exceed two months, although the City may, at its own discretion, grant waivers or extensions. The City of Worcester will evaluate the proposal based in part on the following, with all evaluations being based on the sole opinion of the City of Worcester and its staff:

- Scale and scope of the system (with a preference for systems including no less than five (5) banners and no more than twenty (20) banners)
- Appropriateness of design/content, including legibility (easy-to-read fonts, dark letters on light backgrounds, approximately eight (8) words/symbols per banner and a preference for those designs incorporating the Worcester logo and/or colors)
- Aesthetic impact of the proposed system
- Hardiness and durability of the proposed installations
- Maintenance commitment for proposed installations

Requests to participate in the City of Worcester's Banner Program must be submitted electronically to [streetbanners@worcesterma.gov](mailto:streetbanners@worcesterma.gov) with a completed application including:

- Proposed design/content
- Proposed map of locations
- Proposed maintenance plan
- Certificate of insurance.

Requests should be made at least 45 days prior to anticipated installation of banners.

Restrictions:

- 1) Prior to installing any Fixtures, Party must obtain City of Worcester's approval for installation on any poles owned by the City of Worcester.
- 2) Party shall be responsible for the proper installation, maintenance, and future removal of the Fixtures.
- 3) Fixtures may be attached individually on a single pole along the side of the road (not across a roadway) as long as the vertical clearance from the Fixtures to the ground is a minimum of 13 feet over pedestrian walkways, and 16 feet over streets, driveways, loading docks, and anywhere else that there is motorized traffic. Fixtures shall not be installed between two aluminum poles along or across a roadway.
- 4) The maximum size of any Fixture is 30" x 36" (but could be smaller depending on the style of light pole chosen for installation), with a maximum weight not to exceed five pounds. Party shall not use any Fixtures that require electric service or batteries to operate.
- 5) Party shall use band clamps to install the Fixtures unless banner arms are already attached and shall not drill into the poles.
- 6) Party or its contractor shall install the Fixtures at the Party's expense.
- 7) City of Worcester reserves the right to remove the Fixtures at any time City of Worcester deems it necessary for the maintenance or operation of its poles. If City of Worcester determines, in its sole discretion, that a pole is damaged for any reason and must be replaced, City of Worcester will remove the pole and may dispose of any Fixtures on that pole. In all instances, City of Worcester shall have no responsibility to replace the Fixtures or reimburse Party for them.
- 8) Banner permit is applicable for up to 60 days from installation date. Permit may be extended at the sole discretion of the City of Worcester.
- 9) Party agrees to remove any Fixtures at City of Worcester's request if, in City of Worcester's opinion, the Fixtures begin to deteriorate or are deemed offensive or a safety hazard to any residents or public officials.
- 10) Party warrants that it is an association, institution, non-profit organization, or other entity operating for the public good, and not a commercial entity. Party agrees not to install any commercial advertising on the Fixtures. Party may, however, put up to two sponsor logos in the lower corner of the Fixture.
- 11) The Party will provide an insurance certificate naming City of Worcester as an additional insured in the amount of \$2 million.

12) City of Worcester shall not be liable to the Party, its officers, employees, agents or contractors under any legal or equitable theory for any claims for direct, indirect, consequential, or other damages of any nature including, but not limited to, damages for personal injury, property damage, or lost profits connected with the installation of the Fixtures.

13) Party agrees to indemnify and save harmless City of Worcester, its affiliates, and their employees or agents or any of them from and against any and all liabilities, damages, loss, costs, expenses (including any and all attorneys' fees and expenses of), causes of action, suits, claims, demands or judgments of any nature whatsoever arising from or related to the installation of Fixtures including, without limiting the generality of the foregoing, claims for or resulting from (i) injury to, or the death of, persons or damage to property; or (ii) violation of this agreement or of any applicable federal, state or municipal laws, regulations, codes and ordinances.

This program is subject to change without notice and should be considered a precursor to a more formal approach to signage to be established under the City's Wayfinding Initiative.



**City of Worcester  
Banner Program Application**

**Applicant Name:** \_\_\_\_\_

**Applicant Address:** \_\_\_\_\_  
Street Zip Code

**Mailing Address:** \_\_\_\_\_  
Street  
\_\_\_\_\_  
City State Zip Code

**Phone Number(s):** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Signage Contractor:** \_\_\_\_\_

**Contractor  
Address:** \_\_\_\_\_  
Street

\_\_\_\_\_  
City State Zip Code

**Contractor Phone Number(s):** \_\_\_\_\_

**Contractor Fax Number:** \_\_\_\_\_

**Contractor E-Mail Address:** \_\_\_\_\_

**Please provide a brief description of the proposed banner system and purpose:**

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**Total Number of Banners:** \_\_\_\_\_

**Duration of Installation (Dates) :** \_\_\_\_\_  
*(Not to Exceed 60 Days)*

**Required Attachments:**

- **Proposed Banner Design/Content (including size, materials, etc.)**
- **Proposed Banner Locations Map**
- **Proposed Maintenance Plan**
- **Certificate of Insurance**

*Under the pains and penalties of perjury, I do solemnly swear that the above and attached information is accurate to my best knowledge and that, if my application is approved, I will comply with the terms and conditions of the City of Worcester Banner Program and will remove or otherwise modify any approved banners immediately upon the request of the City's designated representative.*

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date**

**CERTIFICATE OF TAX COMPLIANCE**

Pursuant to Massachusetts General Laws, Chapter 62C, Section 49A(b):

The undersigned certifies under the pains and penalties of perjury that said contractor has complied with all laws of the Commonwealth of Massachusetts and the City of Worcester and is current with all local, state, and federal taxes and other assessments including child support payments as required under the law.

\_\_\_\_\_  
Contractor Signature

\_\_\_\_\_  
Date

Federal Identification Number: 04-\_\_\_\_\_ or TIN:\_\_\_\_\_