



**CITY OF SALEM, MASSACHUSETTS**

Dominick Pangallo

Mayor

**REQUEST TO HANG A BANNER AT WASHINGTON ST. OR ESSEX ST.**

**Applicant:**

Non-Profit Organization/Agency:

Person Responsible:

Contact #:

Street:

City:

State:

Zip:

**Event Description:**

Title:

Location:

Date:

Time:

**Banner:**

Banner Content:

Commercial Sponsor/Logo:

Requested Location of Banner:

**ATTESTATION:** I, the undersigned, have read and agree to the following banner policy.

**Signature:**

**Printed Name:**

**Date:**

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***For Office Use Only:***

Date of Approval/Payment:

***Approved By:***

Start Hang Date:

Removal Date:

Salem City Hall – 93 Washington Street – Salem, MA 01970-3592 Ph. 978-745-9595 Fax 978-744-9327

### **Policy for Banners on Washington St. and Essex St.**

The fee for having a banner hung by the City is \$200, payable in full at the time of application by check made out to "City of Salem."

Non-profit groups/agencies may hang banners on Washington St. or Essex St. pending review of application and specified approval from the Mayor's Executive Secretary or designee.

Banners pertaining to City events and programs may take precedence over other previously scheduled events in the instance that the two are scheduled simultaneously and should the Mayor's Secretary or designee deem it appropriate.

No banners that include sponsorship by alcohol or tobacco products will be allowed.

No banners that include content deemed inappropriate or offensive by the City will be allowed.

Prior to placing a banner on Essex St. or Washington St., permission shall be requested from the Mayor's Office, by completing the attached Request Form. This includes information about the applicant, the event and the banner.

Banners shall be limited to Salem groups or events only.

Banners shall be hung for only two (2) weeks at most.

No banner shall be more than three (3) feet high, from the bottom up, nor wider than twenty (20) feet long.

Banners shall not be illuminated by lights of any kind.

Banners must be dropped off at the City Electrician's Office, which is located at 44 Lafayette St, Central Fire Headquarters, 2<sup>nd</sup> Floor. The Electrical Office will be responsible for hanging the banner, as well as taking it down.

The applicant agrees to assume full responsibility and liability for any damage to public or private property or personal injury that might result in the hanging, presence, or removal of the banner. The City is not liable for any such damage or injury.

Grommets must be located at all four (4) corners of the banner. Also, the banner must include grommets across the top of the banner twelve (12) to eighteen (18) inches apart.

Banners must be of cloth or fabric which is flexible. No wood, metal, cardboard, or plexi-glass type banners are allowed.

Banners must be picked up at the Electrical Department within two (2) weeks after it comes down. After two weeks the Department may dispose of the banner.

Any banner judged to be in violation of these guidelines shall be removed by the City of Salem. Sanctions for not following these guidelines will include not being allowed to hang banners in the future.