



INSTRUCTIONS FOR DISPLAYING BANNERS ACROSS MAIN STREET

IN THIS PACKET YOU WILL RECEIVE 3 FORMS THAT WILL HAVE TO BE FILLED OUT BEFORE YOU ARE APPROVED. PLEASE READ AND FILL OUT ALL FORMS ACCORDINALLY.

- ✚ **Town of North East Polices and Regulations. This form has to be signed, dated and approved before sending the additional to State Highway. Also, please make a copy of the regulation for the banner criteria.**
- ✚ **State Highway Administration Banner Permit. This form must adhere to the roadways, dates, times and guidelines.**
- ✚ **State Highway address and telephone number.**

Once all forms are filled out, please send to the address provided or fax.

**TOWN OF NORTH EAST
POLICIES AND REGULATIONS
FOR THE USE OF THE TOWN HALL
FOR DISPLAYING BANNERS ACROSS MAIN STREET**

106 S. Main Street, North East, Maryland 21901

AS PART OF THE SERVICE TO THE COMMUNITY, THE TOWN OF NORTH EAST (“TOWN”) WILL PROVIDE THE TOWN HALL BUILDING FOR HANGING STREET BANNERS ACROSS MAIN STREET UNDER THE FOLLOWING CONDITIONS:

- **Banner must advertise a local community event open to the public. The Town will determine whether the event is considered a local event.**
- **State Highway Administration approval must be received. Copy of approval must be supplied to Town Hall. State Highway Administration approval does not preclude the applicant from receiving approval from the Town.**
- **Annual events benefiting the Town’s local merchants and local businesses will have precedent over other events. All other events will be reserved by the Town on a first come first serve basis.**
- **Banner must be a minimum of 4 feet high by 20 feet wide. Maximum can not exceed 4 feet high by 30 feet wide. Minimum rope must be 3/8” not to exceed ½ “. Cable loops must be installed at all four corners. Banners must have wind holes or be of mesh material. All banners must meet Delmarva Power regulations for banners.**
- **The only commercial advertisement permitted on a banner is the name of the sponsor(s) of the event as long as the area displaying the sponsor(s) is substantially smaller than the area used to display the event.**
- **In case of wind or weather advisory, the Maintenance Supervisor has the discretion of removing the banner until such times as weather conditions are deemed safe for banners.**
- **Banners will be hung and removed by the Town Maintenance Personnel pursuant to their schedule.**
- **Banners must be delivered 10 days prior to being hung and must be picked up no later than 72 hours after removal.**
- **The Town reserves the right to refuse any permit.**
- **The Town assumes no responsibility whatsoever for the loss or damage of the banner.**
- **The fact that a banner is approved does not constitute an endorsement by the Town of the event.**

I HAVE READ AND UNDERSTAND THE POLICIES AND REGULATIONS OUTLINED ABOVE. I AGREE TO COMPLY WITH THE POLICES AND REGULATIONS OUTLINED ABOVE.

Event: _____ **Event Date:** _____

Applicant: _____ **Date:** _____

**STATE HIGHWAY ADMINISTRATION
BANNER PERMIT
PRINT OR TYPE ALL INFORMATION**

DATE: _____

BANNER SPONSOR: _____

MESSAGE DISPLAYED: _____

DATE/LOCATION OF DISPLAY: _____

COUNTY: _____

CONTACT PERSON: NAME: _____

ADDRESS: _____

TELEPHONE # (DAY) _____ (EVENING) _____

I HEREBY AGREE AND ACKNOWLEDGE THAT THE EVENT SPONSOR WILL COMPLY WITH ALL APPLICABLE MARYLAND LAWS. BY AFFIXING MY SIGNATURE ON THIS FORM, THE SPONSOR AND/OR THE INDIVIDUAL PARTICIPANTS AGREE TO HOLD THE PUBLIC AGENCIES HARMLESS FROM ANY LIABILITY, INCURRED BY THEM OR TO OTHERS, ASSOCIATED WITH THIS EVENT. THIS MAY REQUIRE PURCHASE OF LIABILITY AND PROPERTY DAMAGE INSURANCE UP TO \$1,000,000 AND \$300,000 RESPECTIVELY.

SPONSOR'S AUTHORIZED REPRESENTATIVE: _____

SIGNATURE

DATE

SHA'S DISTRICT ENGINEER: _____

SIGNATURE

DATE

CONDITIONS OF APPROVAL: THE BANNER PLACEMENT MUST ADHERE TO THE ROADWAYS, DATES, TIMES AND GUIDELINES SPECIFIED:

State Highway Permit Banners

SHA District 2 Office
615 Morgnec Road
Chestertown, Maryland 21620

410.778.3061
1.800.637.9740
410.778.0851 (fax)