

Traffic Island Sign Policy

Project Name: Town of Ashland Traffic Island Sign Policy
Department: Board of Selectmen
Focus Area: Traffic Islands on Main Street / Union Street/ Pond Street
Prepared By: The Board of Selectmen

1.1.1.1.1.1.1.1.1 PROJECT OVERVIEW

With the increased number of organizations requesting sign placement on the islands in town, this Traffic Island Policy will streamline the process and management over the signs allowed on Ashland's traffic Islands. The policy will provide guide lines to town organizations wishing to advertise their specific events, in such a manner which provide fair an equitable sign placement while maintaining the curb appeal, keep traffic flowing in a safe manner, as well as being posted and removed from the Traffic Island in a timely fashion. All sign requests will be approved by the Selectman's office.

1.1.1.1.1.1.1.1.2 ORGANIZATIONS SEEKING APPROVAL

The Board of Selectmen will accept in writing (see below) the application for the use of a traffic Island for soliciting advertisement to their specific event.

Once the Town Manager's Office grants permission to post the specific signs, the time allotted for posting signs will be two weeks before the scheduled event and removed 1 business day after the event.

Should any organization fail to remove their respective sign, the Board of Selectmen will have the authority to remove and dispose of the sign and not to grant that specific organization any further postings during the current or following calendar year.

1.1.1.1.1.1.1.1.3 Sign specifics: Locations, Size:

1. Size: Maximum 4'high with 2'x2' footprint. Sign towers will be in place and approved advertisers will be able to insert their sign in existing tower. Signs shall be double sided and inserted in pre-existing slot, measuring no more than 3'h x 2'w.
2. Locations:
 - a. Front/Main St.: 4 sign max
 - b. Union/Cherry St: 2 sign max
 - c. Pond/Eliot St. 2 sign max

APPLICATION FORM: TRAFFIC ISLAND POSTING

Name of Organization: _____

Contact person: _____

Telephone Number: _____

E-mail Address: _____

Date of Event: _____

I would like to place a sign(s) on the island(s) starting on _____ and I will remove on _____.

Provide a brief description of the event and its purpose:

Request of Location: _____

Organizer: I hereby agree to place a sign on the island(s) approved by the B.O.S. for the term of 2 weeks before the posted event and pickup not more than 1 business day after the event. I understand that if the sign is not maintained and or picked up in a timely manner, than it may be removed and disposed of by town personnel.

Signature: _____

Selectmen's comments: _____
