



TOWN OF PLYMOUTH

26 Court Street
Plymouth, Massachusetts 02360

Title	Promotion Banners
Date Approved	November 18, 2025

1. PURPOSE

The Town of Plymouth promotion banner policy is intended to organize and manage the display of promotion banners in the Historic Downtown that are to display banners promoting Plymouth events.

2. GUIDELINES

- 2.1. That all promotion banner request applications be completed through the OpenGov Portal [Link to Overhead Street Banner Request Form](#) and be submitted to the Office of Economic Development no later than sixty days prior to requested dates.
- 2.2. That all approved requests are subject to the Promotion Banner Procedure and minimum standards as outlined in the Town of Plymouth Promotion Banner Specifications.
- 2.3. That a non-refundable fee of \$200.00 be assessed to the sponsor organization.
- 2.4. That all organizations are subject to the Town of Plymouth Promotion Banner Procedure.
- 2.5. Banners promoting private business activities are prohibited.

3. APPLICABILITY

The Town of Plymouth Promotion Banners Policy applies to any group, organization, or individual that wishes to display a promotion banner across a public way. Individual businesses are prohibited from displaying promotional banners.

4. PROMOTION BANNER SPECIFICATIONS & MINIMUM STANDARDS

The Town of Plymouth requires that any/all promotion banners displayed on the Town Promotion Banner System meet the following standards.

- All banners are to be installed by the Town of Plymouth or its designee at the approved location.
- All banners must conform to the Town of Plymouth sign code(s).
- Eighteen (18) oz. opaque white banner
- Wind slits every 2-3 feet
- Banner height not to exceed 30 inches
- Banner length not to exceed 30 feet
- Sewn-in D- rings in all 4 corners, with 1 inch wide nylon strapping material banner double stitched along the length of banner for all borders and for the D rings
- This double stitched edge shall be folded on all 4 sides
- Grommets every 3 feet on top and bottom

The event sponsor organization agrees to indemnify and hold the Town of Plymouth harmless from any and all liabilities arising from installation, maintenance, and continued presence of said banner on the Town Promotion Banner System. Said liabilities shall include, but not be limited to, claims for personal injury and/or property damage and attorney's fees sustained by any persons as a result of the presence of said banner, caused by the display system as a result of the presence of the banner, or both.

It is understood that the applicant shall be responsible to assure compliance with any and all laws, regulations, codes and generally accepted engineering practices, which currently exist. A Town of Plymouth sign permit must be applied for and granted separate from this application. Said permit is granted by the Town of Plymouth Building Commissioner.

The Town shall have the right to remove or to have removed without objections and/or notice, any such banner which, in the reasonable opinion of the Town, may cause interference or obstruction to the public safety, or which may be deemed to be in conflict with any and all existing laws, regulations, codes or generally accepted engineering practices, or due to inclement weather conditions. Please be aware that due to weather conditions, the Town reserves the right to delay or not hang a banner between mid-November to April. In such a case the banner fee will be refunded. If a banner has to be temporarily removed due damage the Town reserves the right not to re-hang the banner once it is repaired.

The applicant agrees that the Town shall suffer no liability whatsoever for exercising said right to remove or to have ordered removed any banner.

QUESTIONS

Questions regarding the Town of Plymouth Promotion Banner Policy may be directed to the Office of Economic Development.

Signed By:


Chair, Select Board

Date 11/18/2025


Town Manager

Date 11/18/2025