



POLICY No.: L-15  
DATE ADOPTED: AUGUST 15, 2012  
UPDATED: FEBRUARY 15, 2017  
UPDATED: JANUARY 3, 2018  
UPDATED: AUGUST 1, 2019  
REVISED: JUNE 15, 2022  
REVISED : MARCH 15, 2023  
REVISED: March 20, 2024

## **TOWN OF WEST BOYLSTON SELECT BOARD POLICY**

### **Gateway Sign Policy for Gateway Adoption Program**

#### **Program Purpose**

The Town of West Boylston Gateway Adoption Program is meant to provide service opportunities for entities wishing to contribute to the beautification and unity of the West Boylston community. This program is designed to accommodate participants from both for-profit and not-for-profit entities and will be of benefit to all residents, businesses, and visitors.

#### **What are we doing?**

The Town has identified several gateways to the Town where it seeks to have an ornamental 'Gateway Sign' installed to welcome people to the community.

The Town has signs that are 4 x 3 feet and will be supported by an ornamental iron post and cemented into the ground. These signs will be 'sponsored' by area businesses or community groups at a cost of \$500 for one year, on the front of the sign and \$300 for one year to advertise on the back of the sign. Sponsors will be responsible for the cost of having their name advertised on an attached sign roughly 24 inches x 47 inches.

Annually the Select Board, or their designee, will announce the locations to be sponsored and interested businesses will be given an opportunity to submit an online entry form. West Boylston businesses will be given preference in the drawings. Knowing that some locations are more desirable than others, businesses should know that the choice of locations will be done by a random drawing. Through their application, sponsors agree that their sponsorship is not for a specific location but rather it is a sponsorship for a location within the Town. Drawings will take place annually at the first Economic Development Task Force meeting in April. Entries must be submitted by March 31<sup>st</sup> of that year to be included in the next drawing; any received after that will be included the following year. Sponsorship lasts July 1- June 30. If selected, sponsors are expected to complete sign work by July 1 of the year of

sponsorship. Fees must be paid by July 1 of the year of sponsorship. Sponsorships are eligible to be renewed for one year, and sponsors must notify the Economic Development Task Force in writing by the end of February in the first year of sponsorship. Sponsors may only be renewed once. The Economic Development Task Force does not allow any restaurants to advertise on the sign located on the northbound side of Route 12 coming into West Boylston as the sign is located in between existing West Boylston restaurants. The Select Board may announce the results of the drawing at their meetings. Those sponsors will be contacted by the Economic Development Task Force.

While it is not required, sponsors would generally be allowed the opportunity to ‘beautify’ the area around the gateway sign with flowers or other type plantings. Such efforts must receive permission of the DPW Director prior to work commencing.

**Town Obligations**

1. Work to determine the specific gateway to be adopted.
2. Erect a sign or signs at the adopted location with the Sponsor’s name or acronym displayed.
3. Provide maintenance of the sign as needed.

**Terms and Conditions**

1. Participants in the adopting group (hereinafter referred to as the “GROUP”) agree to obey and abide by all laws and regulations relating to safety and such other terms and conditions as may be required by the Town of West Boylston or its representatives (hereinafter referred to as the “TOWN”) for special conditions at the adopted site.
2. Participants in the GROUP acknowledge that the TOWN is not liable in any way for any injuries that might occur if they plant or maintain grounds surrounding the gateway sign.
3. Sponsorship period shall be one year in duration with the option to renew for one additional year. Sponsors will not have automatic right to locations they may already be adopting.
4. If in its sole judgment the TOWN determines that the GROUP is not meeting the terms and conditions of the agreement, the TOWN may terminate the agreement and remove the signs upon thirty (30) day notice.
5. In the event that the GROUP who has adopted the front side of the sign wishes to do basic landscaping/planting around the gateway signs, they must discuss their plans with the TOWN DPW Director no less than seven (7) prior to the work commencing. If permission is granted, then all members of the GROUP doing the work shall wear safety vests and gloves when working within TOWN rights-of-way.
6. The GROUP shall not subcontract or assign its responsibilities to any other entity.
7. The GROUP shall select an authorized representative to act on behalf of the GROUP in its relationship with the TOWN.
8. The GROUP shall have the option of reviewing this agreement subject to the approval of the TOWN and continuation by the Town of West Boylston Gateway Adoption Program.
9. In the case of private or for-profit (non-501c3) entities, the GROUP acknowledges that the TOWN will remove a sign which is damaged due to vandalism, and agrees to

replace the sign no more than once within the terms of the agreement unless the GROUP remits to the TOWN an amount equal to the cost of a replacement sign.

10. This agreement may be modified in any matter at the sole discretion of the TOWN. The TOWN reserves the right to terminate or revise the Gateway Adoption Program at any time and for any reason at the sole discretion of the TOWN.
11. The TOWN reserves the right to deny the words or acronym of the selected sponsor if the TOWN feels that the message to appear on the sign is obscene or in any other way offensive.

**Name of adopting entity or group (as desired to appear on sign, if approved):**

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**Name of Authorized Representative (please print):**

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**On behalf of my entity, I hereby agree to the terms and conditions stated in this agreement as described**

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Signature of authorized GROUP representative  
Today's date

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Title or position within GROUP

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Entity Mailing Address:** \_\_\_\_\_

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(Street Address) (City, State, Zip Code)

Mail completed form to:

*Town of West Boylston  
Town Administrator's Office  
140 Worcester Street  
West Boylston, MA 01583*