



POLICY No.: L-15  
DATE ADOPTED: AUGUST 15, 2012

## **TOWN OF WEST BOYLSTON BOARD OF SELECTMEN 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 is proposing signs that look like those found in Exhibit 1. They will be 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, community groups or individuals at a cost of \$250.00 for five months. Sponsors will have their name advertised by an attached sign roughly 2.5 x 1.5 feet.

Annually in December and again in May the Board of Selectmen, or their designee, will announce the locations to be sponsored and applicants will be given an opportunity to submit an application and payment to the Town through the Town Administrator. Knowing that some locations are more desirable than others, applicants should know that the choice of locations will be done by a random drawing prior to the second Selectmen's meeting in January and in June. 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. The Economic Development Task Force will conduct the random drawing, and the Board of Selectmen will announce the results of the drawing at their meeting. Those sponsors will be notified and their checks deposited. Those applicants who were not drawn will have their application fees returned to them after the drawing.

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. 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) days notice.
5. In the event that the GROUP 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.
  - ii. The GROUP shall be responsible for placing litter in the trash bags provided by the TOWN.
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):**

---

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

---

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

\_\_\_\_\_  
Signature of authorized GROUP representative

\_\_\_\_\_  
Title or position within GROUP

\_\_\_\_\_  
Today's date

**Phone Number:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

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

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

When completed, enclose payment of \$ \$250.00 and mail this form to:

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