



POLICY No.: L-18  
DATE ADOPTED: NOVEMBER 3, 2010  
DATE UPDATED: SEPT. 7, 2011

## TOWN OF WEST BOYLSTON BOARD OF SELECTMEN POLICY

### Beautification of Town Squares and Islands Policy

**Purpose:** The Board of Selectmen and Town Administrator agree to establish an Adopt a Square/Island Program to provide an opportunity for families, groups, and local businesses to get involved in the beautification of our community. Those adopting the islands are required to provide regular and consistent maintenance and beautification between the Spring and first frost as dictated below.

**Policy:** Beautification of Town Squares and Islands Policy

Annually, on February 1<sup>st</sup> the Board of Selectmen will kick off an Adopt-a-Square/Island Program. For the entire month of February, applications will be posted on line or by visiting the Office of the Board of Selectmen. At the first regularly scheduled meeting of the Board of Selectmen in March, the Board will hold a drawing for the following squares and islands:

#	Location	Area (square feet)
1	Hosmer @ Laurel Sts.	220
2	Beaman @ N. Main Sts. (Huntington Sq.)	1,100
3	Crescent @ Thomas Sts.	1,300
4	Malden @ Goodale Sts.	500
5	Woodland St. @ Route 12	120
6	Kings Mountain @ Yorktown Sts.	1,400
7	Worcester St. @ Route 12	1,050
8	Church St. @ Route 12	2,500
9	Prospect St. @ Goodale	880
10	Maple @ Shrewsbury	4'x46'
<u>11</u>	<u>Lost Oak Road circle</u>	<u>3,750</u>

Should there be any remaining Squares/Islands to be adopted after the initial drawing in March, the Board of Selectmen will post the information on the town's website and hold a second drawing at their first regularly scheduled

meeting in May.

Prior to kicking off the Adopt-a-Square/Island Program, the organizations who have traditionally maintained Squares/Islands in the community will be contacted to determine whether they wish to continue that tradition.

Annually in the month of January, all participants will be contacted and given first right of refusal for their Square/Island. Should a participant decline, their Square/Island will be included in the annual lottery. In addition, if the Selectmen deem that the efforts made during the year by a participant was substandard then the Selectmen may take that into consideration and they reserve the right to reject a participant's right of first refusal. The Selectmen's determination in this is final.

All participants in the Program agree to maintain their designated island/square in compliance with the following conditions:

- 1.) Island/square plantings and/or decorations must be completed prior to the Memorial Day Weekend and maintained by the sponsor through the first frost. Maintenance includes but is not limited to the following: trash removal, weeding, planting of flowers, plants and shrubs, spreading of mulch, watering and the revitalizing/replenishing of all aforementioned materials throughout the seasons.
- 2.) Ensure that any planting on the islands will be limited to natural materials such as plants, shrubs and flowers all planted in the ground, and mulch. No pots or barrels shall be allowed in any plantings without the concurrence of the DPW Director and are strictly prohibited on any island on State property per State guidelines.
- 3.) Replace, as needed any plant items that perish during the course of the season.
- 4.) The height of the plants and shrubs should not exceed 24 inches, and any signage and plantings may not impede visibility for vehicles.
- 5.) The signage on the island shall be limited to one sign paid for by the sponsor. The sign shall read 'Sponsored by' and the name of the sponsor along with the company's logo if sponsored by a business.
- 6.) All signage and plantings shall be reviewed by the public safety department and the Department of Public Works to ensure they do not present a visual hazard and for appropriateness.

The sign specifications are as follows:

- 1.) Material: 3/4 inch PVC or 3 millimeter DiBond material
- 2.) Size: 2x3 feet or not to exceed 6 square feet
- 3.) Colors: Specific to businesses logo (No limitations on number of colors) if sponsored by a business
- 4.) Posts: 1x1, 2x2 or 4x4 inch square aluminum tubing
- 5.) Font: Specific to businesses logo (No limitations with font styles and size) if sponsored by a business

If at any point the DPW Director or their designee, deems that the square/island is unsightly due to lack of care, the participant in the Program will be notified by the Town Administrator of the need for maintenance. Furthermore if the Town receives complaints about the condition or a particular square/island, the DPW Director or their designee will be asked to conduct a formal compliance review of the square/island in question. Two weeks after such notification by the Town Administrator, the Square/Island will be re-inspected, and if the Square/Island is found to be unsightly or neglected then the DPW Director, or his designee, can remove the "Adopt-A-Square/Island" sign and the person or business may forfeit their rights to plant or advertise on the square/island.

The Town reserves the right to refuse any or all applications.

**Please keep these conditions and refer to them as necessary during the planting of your assigned square/island. Thank you for your participation in the Adopt-a-Square/Island Program.**

**RENEWAL APPLICATIONS RECEIVE PRIORITY, FOLLOWED BY NEW  
APPLICANTS  
TOWN OF WEST BOYLSTON  
ADOPT-A-SQUARE/ISLAND PROGRAM  
APPLICATION**

Name of Sponsor / Business: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax #: \_\_\_\_\_

**Note of Understanding:**

It is understood that I would like to participate in the Town of West Boylston's Adopt-A-Square/Island Program and wish to plant and/or maintain the square/island which I am assigned as a result of a random lottery drawing by the Board of Selectmen.

**I agree to the following conditions:**

- 1.) Island/square plantings and/or decorations must be completed prior to the Memorial Day Weekend and maintained by the sponsor through the first frost. Maintenance includes but is not limited to the following: trash removal, weeding, planting of flowers, plants and shrubs, spreading of mulch, watering and the revitalizing/ replenishing of all aforementioned materials throughout the seasons.
- 2.) Ensure that any planting on the islands will be limited to natural materials such as plants, shrubs and flowers all planted in the ground and mulch. No pots or barrels shall be allowed in any plantings without the concurrence of the DPW Director.
- 3.) Replace, as needed any plant items that perish during the course of the season.
- 4.) The height of the plants and shrubs should not exceed 24 inches, and any signage and plantings

may not impede visibility for vehicles.

5.) The signage on the square/island shall be limited to one sign paid for by the sponsor. The sign shall read 'Sponsored by' and the name of the sponsor along with the company's logo. All signage and plantings shall be reviewed by the public safety department and the Department of Public Works to ensure they do not present a visual hazard and for appropriateness.

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- a. Material: 3/4 inch PVC or 3 millimeter DiBond material
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- e. Font: Specific to businesses logo (No limitations with font styles and size) if sponsor is a business

6.) If at any point the DPW Director or their designee, deems that the square/island is unsightly due to lack of care, the participant in the Program will be notified by the Town Administrator of the need for maintenance. Furthermore if the Town receives complaints about the condition or a particular square/island, the DPW Director or their designee will be asked to conduct a formal compliance review of the square/island in question. Two weeks after such notification by the Town Administrator, the Square/Island will be re-inspected, and if the Square/Island is found to be unsightly or neglected then the DPW Director, or his designee, can remove the "Adopt-A-Square/Island" sign and the person or business may forfeit their rights to plant or advertise on the square/island.

Signature of Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Please return your completed application to:

The Board of Selectmen  
Town of West Boylston  
140 Worcester Street  
West Boylston, MA 01583