

Village of Scarsdale Banner Policy

1. Purpose

The purpose of this policy is to establish guidelines for the placement of banners by community groups within the Village of Scarsdale to promote local events, activities, and initiatives that benefit the community. Announcements of community events and programs are for the purpose of describing and notifying citizens of local community services; announcing cultural, educational, and civic events, including Village-sponsored and co-sponsored events; or for providing information concerning available services of programs sponsored by the Village.

2. Scope

This policy applies to all banners proposed to be hung on municipal property at the Post Road/Crane Road intersection or Chase Park.

3. Eligibility

3.1 Community Groups

Only Village-based organizations, municipal departments, and other government agencies are eligible to request banner placement.

- Village-based organizations refer to organizations that are located and operate within the Village of Scarsdale municipal boundary.

3.2 Events

Banners must promote community events, activities, or initiatives that contribute to the cultural, educational, or recreational well-being of the community. The advertised event must be open to all members of the public on substantially the same basis as members of the sponsoring organization and must not discriminate on any legally impermissible basis.

4. Application Process

4.1 Submission

- Applications must be submitted to the Village Manager's Office at least 30 days before but no more than three (3) months before the requested installation date.
- Applications are processed on a first-come, first-served basis through an online form.

4.2 Required Information

Applications must include:

- Name of the organization
- Contact information
- Description of the event/activity
- Requested location(s) (Post/Crane intersection or Chase Park)
- Desired installation and removal dates
- Graphic representation or photo of the proposed banner

5. Design and Content Guidelines

5.1 Size and Material

- Post Rd/Crane Rd Intersection: 5' (H) x 6' (W)
- Chase Park: 7' (H) x 9' (W)
- Banners must be made of durable, weather-resistant materials and have metal grommets and vented cutouts for air passage.

5.2 Content Restrictions

All banner content must be informational in nature, consistent with the purpose of the Banner Display Program, and is subject to review and approval by the Village Manager's Office. Banners must be professionally designed and may not contain:

- Commercial names, logos, or advertisements;
- Campaign-related content, including the name, image, slogan, or symbol of any candidate, political party, political action committee, or ballot proposition;
- General advocacy or messaging unrelated to announcing the specific event being promoted;
- Offensive or discriminatory language or imagery.

5.3 Clarifications and Limited Exceptions

Village-sponsored or Village-endorsed economic development initiatives, including programs administered in partnership with the Scarsdale Business Alliance (SBA) pursuant to the Village's Memorandum of Understanding with the SBA. This includes initiatives such as Destination Scarsdale, where commercial names or logos may be displayed only to the extent that they are inherent to the program and approved by the Village Manager's Office.

6. Installation and Removal

6.1 Installation

- Approved banners will be installed by the Department of Public Works staff or their designee.
- The Village cannot guarantee a specific installation date due to weather conditions.

6.2 Duration

- Banners may be displayed for a maximum of two (2) weeks.
- Same banners may be displayed up to three (3) times per calendar year, with a minimum two-week gap between hangings.

6.3 Delivery and Collection

- Banners must be delivered to the Village Manager's Office at 1001 Post Road at least one (1) week before the scheduled hanging date.
- Banners must be collected within two (2) weeks after removal. Unclaimed banners will be disposed of after 30 days.

6.4 Cancellations & Rescheduling

- If an event is postponed or canceled, the applicant may reschedule their banner hanging once at no additional cost, provided they notify the Village at least 10 days in advance.

7. Banner Fees and Payment

7.1 Fee Schedule (Updated)

- Standard Display (One Location, Two Weeks): \$100
- Extended Display (One Location, Up to 4 Weeks): \$175
- Multi-Use Permit (Three Hangings Within 12 Months): \$250
- Expedited Processing Fee (For Requests Submitted Less Than 30 Days in Advance, Subject to Approval): \$20

Second Location Requests:

Because the Village maintains only two banner locations and demand is often high, access to both locations by a single organization during the same timeframe is **restricted** as follows:

- A second-location banner may only be approved when **no other applications** have been submitted for the same period **or** when the display is for a **Village-sponsored or Village-endorsed event or initiative**.

- An organization may receive approval for a multi-location display **no more than once per calendar year**, unless the display is Village-sponsored.
- Approved second-location displays will be subject to an additional fee of **\$50**, consistent with the existing schedule.

The Village reserves the right to deny second-location requests to ensure equitable access to limited display space.

7.2 Payment

- Fees are payable via check made out to 'Village of Scarsdale' after application approval.
- The Village does not prorate fees for partial display periods.

8. Priority Scheduling & Conflict Resolution

8.1 Scheduling Conflicts

If multiple applicants request the same banner location for the same time period, the following priority system applies:

1. Village-sponsored events take precedence.
2. All other applications will be considered on a first-come, first-served basis.

9. Responsibilities and Liability

9.1 Applicant Responsibilities

- The applicant is responsible for ensuring that the banner meets all design, size, and content requirements.
- The applicant is responsible for timely delivery and retrieval of their banner.

9.2 Village Liability Disclaimer

- The Village of Scarsdale is not liable for any damage or loss to banners due to weather, vandalism, or other unforeseen circumstances.
- The Village reserves the right to remove banners at any time for public safety, maintenance, or policy violations.