

Town of Purcellville

Community Events Sign Policy

Effective Date: October 1, 2008

The Town of Purcellville maintains a Community Events Sign at the corner of Main Street and Maple Avenue. The purpose of the Community Events Sign is to provide information to citizens by allowing local non-profit organizations the opportunity to promote community activities and upcoming events. The purpose of this policy is to establish a process and provide guidelines for the use and management of the Community Events Sign.

GENERAL GUIDELINES

- 1) The postings for the Community Events Sign shall be coordinated by the Events Coordinator .
- 2) Use of the sign will be limited to events and information displayed by the Town of Purcellville and local non-profit organizations. Priority shall be given to organizations that are located within the Town limits.
- 3) A Community Events Sign Application must be completed and submitted with payment to the Events Coordinator, within the appropriate time period, for all Community Events signs. An application will not be considered if incomplete and/or without payment.
- 4) The size, type and color of the text of the sign shall be set by the Town.
- 5) The sign will be ordered by the Events Coordinator from an eligible vendor.
- 6) The applicant or organization may place orders directly with the Town's vendor. The sign must maintain the Town's standards for size and lettering. The sign must be delivered to the Town Office no less than a week prior to display. The Town will not be responsible for payment or storage of signs that have not been purchased through the Town.
- 7) The maximum sign display period is 2 weeks.
- 8) The Town will return the sign to the organization or applicant upon request. The sign must be retrieved from the Town Office within 5 business days of display date or it will automatically be recycled.
- 9) Signs will be recycled when possible.
- 10) The Town of Purcellville will not be responsible for damage to or theft of signs during and after display.

- 11) Signs will be installed and removed by the Town of Purcellville's Maintenance Department through the submission a work order to Public Works.
- 12) The Town reserves the right to charge for storage of signs.

SIGN CONTENT

- 1) The Town of Purcellville reserves the right to deny an application or edit sign content based upon indecent, obscene, or inappropriate content.
- 2) The maximum amount of characters and spacing will be 42 for all signs. Requests for signs over this amount will be denied.
- 3) Lettering and numbering shall be of uniform design as stipulated by the Town of Purcellville.
- 4) Political, commercial and non-community event advertising will not be permitted.
- 5) Advertising for private parties (i.e. weddings) will not be permitted.

APPLICATION PROCESS

- 1) Applications will only be accepted from non-profit organizations.
- 2) A Community Events Sign Application must be completed and submitted to the Events Coordinator, within the appropriate time period, for all Community Events Signs. An application will not be considered if incomplete and/or without payment.
- 3) The completed application must be submitted a minimum of three (3) weeks prior to requested display date in order for the Town to have adequate time to have the signs produced and displayed.
- 4) The Town will not waive the fee for the production of signs. Any cost incurred by the Town for the production of a sign must be paid by the applicant/organization.
- 5) An applicant/organization can request a reduction in the cost associated with the posting of the sign. Written requests for reduction of the posting fee will be reviewed by the Town Manager's Office.
- 6) A request for a change in the sign content must be submitted by written request or email, no later than 1 week prior to the display date. There will be additional charges for any changes requested by the applicant/organization once the sign has been printed. Changes may be denied based on the time constraints associated with the production and display of the sign.

- 7) It may not be possible to always display signs on the exact date requested. Submissions will be accepted on a first come first serve basis.
- 8) If a sign application is denied, the fee will be returned to the applicant.