

CIVIC SIGN POLICY

Section 1 - Definition

For purposes of this policy “civic signs” are defined as the three separate sign structures erected and maintained by the Town of Bedford featuring a welcoming message and providing space for individual community organizations to display their logo. The signs are located at or near the following locations:

- 1119 East Main Street
- 801 Blue Ridge Avenue
- 1919 Forest Road

For purposes of compliance with Section 904 of the Town of Bedford Land Development Regulations, these will be considered to be governmental signs.

Section 2 – Use by Community Organizations

A. Eligibility. Any non-profit community organization headquartered within the Town of Bedford may display an approved logo on any civic sign on an annual subscription basis. Certification of both non-profit status and compliance with the specifications of this policy by the Zoning Administrator is required.

B. Technical Specifications

1. Each individual logo shall be manufactured by a vendor approved by the Town of Bedford.
2. Each individual logo shall be no larger than 4 square feet in size, and shall fit within an area of 24 inches by 24 inches.

C. Subscription Process

1. Organizations may subscribe to advertise on one or more signs, but each individual subscription shall be valid only for the individual sign requested. (Advertisement on two signs would require two individual subscriptions. Advertisement on all three would require three individual subscriptions.)
2. The tenure of each annual subscription shall coincide with the fiscal year of the Town of Bedford (i.e., July 1 of any calendar year through June 30 of the following calendar year).
3. Requests for annual subscriptions shall be made on a form provided by the Town of Bedford and shall be submitted to the attention of the Zoning Administrator not sooner than February 1 and not later than March 1 of each calendar year. The Zoning Administrator will note the date and time of day that each subscription request is received.
4. The Zoning Administrator shall advise successful applicants of their status not later than March 15. Successful applicants must exercise their subscription by paying all applicable fees not later than April 1.
5. In the event that a successful applicant does not exercise its subscription, that available space will be offered to the next qualified unsuccessful

applicant who had submitted an application immediately after the successful applicant in chronological terms.

D. Availability of Space

1. The area on each civic sign shall be available to eligible organizations on a “first come, first served” basis. Determinations about the total allowable area will be the responsibility of the Zoning Administrator.
2. Eligible organizations shall be limited to one logo per civic sign.
3. In the event that multiple qualified subscription requests are received at the same time, but the number of requests exceeds the available space on the sign(s) requested, precedence will be given to current subscribers.
4. Unsubscribed space on any civic sign may be made available to eligible organizations for advertisement of special events under the following conditions:
 - a. Submission of a special event advertisement request on a form provided by the Town of Bedford;
 - b. Payment of a special event advertisement fee of \$5.00 per civic sign;
 - c. Placement and removal of the special event advertisement is the sole responsibility of the eligible organization making the request;
 - d. The advertisement may be placed on the civic sign no more than 14 days in advance of the advertised event, and must be removed not fewer than 48 hours after the conclusion of the event; and
 - e. The area of the advertisement may not exceed the area of the available unsubscribed space.

E. Fees

1. The cost of an individual annual subscription for the logo program shall be \$25.00.
2. All costs related to the fabrication of logo signs shall be borne by the subscriber.
3. All costs related to repair of logo signs shall be borne by the subscriber.

F. General Standards

1. Individual logo signs are only to be affixed to or removed from civic signs by Town personnel.
2. Once affixed to any civic sign, a logo sign shall remain on that civic sign for the duration of the individual subscription period unless it is removed for repair due to damage or vandalism.
3. The content of any sign affixed to a civic sign shall be subject to the provisions of Section 904.04.e of the Town of Bedford Land Development Regulations.
4. The Zoning Administrator may direct the removal of any logo sign for repair due to damage or vandalism. Such repair and replacement of the logo sign shall take place in the timeliest manner practical.