



**TOWN OF Maynard  
SELECT BOARD  
Signs on Town Property under the Authority of the Select  
Board**

**Date Approved: October 19, 2021 (original)  
November 16, 2021 (revised)  
July 1, 2025 (revised)**

1. A third-party organization or individual may apply to install a sign on Town property under the authority of the Select Board ("Town property"). A third-party organization or individual may submit a separate application for a message on the electronic sign board controlled by the Maynard Police Department. All such applications must be submitted to the Town Administrator's Office for approval. The Office will notify the applicant when it has decided whether to approve or denied said application.
2. Whether the application is approved or denied is in the sole discretion of the Town, acting through the Town Administrator's Office, which may do so for any reason or no reason at all. The use of the electronic sign board controlled by the Maynard Police Department shall be at the discretion of the Chief of Maynard Police.
3. The choice of which signs are permitted to be installed on Town property, as well as the messaging on the electronic sign board controlled by the Maynard Police Department – including the approval or denial of the application noted above – is government speech to which the strictures of the Free Speech Clause of the First Amendment do not apply.
4. The Town does not, nor has it ever, intended to designate any Town property as a public forum by permitting a third party to install a sign on the same. Accordingly, nothing in this policy, the Town's choice of which signs are permitted to be installed on Town property, or the manner in which it makes such choice should be interpreted as designating said Town property as a public forum.
5. No event held on Town property or elsewhere which accompanies the installation of any third-party sign shall have any effect on the Town's intent as set forth in Sections 3 and 4 above.
6. To apply for approval, applicants must complete a sign-installation on Town property application at the following website (or using the attached form).
7. Applications must be submitted to the Town Administrator's Office at least 10 business days prior to the date on which the applicant is seeking to install the sign and must contain the following information:

- a. The name of the applicant;
  - b. Contact information for the same;
  - c. The purpose for which the applicant wants to install the sign;
  - d. If the applicant is an organization or an individual on behalf of an organization, a description of the organization including any local, national, or international affiliation, a brief history of the organization, the organization's website address, its nonprofit status, and any other relevant information;
  - e. The date and time on which the applicant is seeking to install the sign;
  - f. The duration for which the applicant wishes the sign to remain installed; and
  - g. A colored picture of the proposed sign (front and back) and a measurement of its dimensions.
8. The Town shall not be responsible for any damage to approved signs, nor shall it be responsible for any damages or injuries incurred in the installation or removal thereof. Applicants may be required to pay for costs incurred by the Town resulting from the sign's installation.
9. The Town will deny Applications for third-party signs, the content of which:
  - a. Poses a danger to public health or public safety;
  - b. Violates the Town bylaws, regulations, practices, or ethics;
  - c. Constitutes a true threat;
  - d. Constitutes an obscenity;
  - e. Was found by a court of law to be defamatory
  - f. Constitutes sexually explicit statements made to appeal to prurient interests; or,
  - g. Incites lawless conduct.
10. The messaging displayed by the electronic sign board controlled by the Maynard Police Department shall be limited to content which:
  - a. Promotes matters of public safety
  - b. Communicates matters of public interest for the public good
  - c. Reports town business, including, but not limited to: Elections; Town Meetings; Road Closures; Traffic Detours; Water and Sewer Operations; Public Property usage; Community Meetings; Activities Sponsored or Endorsed by Official Town Bodies (i.e. appointed bodies)
  - d. Does not promote or advertise private interests or the use of private property