



TOWN OF NEW CASTLE

200 South Greeley Avenue, Chappaqua, New York 10514 • (914) 238-4771 • Fax (914) 238-2354 • town.new-castle.ny.us

Guidelines for Banners Across South Greeley Avenue and Chappaqua/Millwood Triangle Signs

These guidelines are intended to ensure that banners placed across South Greeley Avenue, and signs posted at the Chappaqua and Millwood triangles, foster an attractive, welcoming environment for the Town's residents and visitors. The Town's goal with respect to banners and triangle signs is maintaining a dedicated public forum for announcements of civic, cultural, charitable, educational, and public events that have Town-wide importance. Banners and signs that advertise or promote commercial products or services, or that convey political or religious messages, are not permitted.

The advertised event must be open to all members of the public on substantially the same basis as members of the sponsoring organization, must not discriminate on any legally impermissible basis, and must be suitable for persons of all ages.

Banner Guidelines

1. Reservation applications must be made in writing on the Town's [Banner Application Form](#) and must be approved by the Town Board. Eligible applications will be approved on a first-come, first-served basis, except that first priority shall be given to events sponsored by the Town. It is advisable to apply at least two months in advance.
2. Every banner application must be accompanied by cash payment or a check made payable to the Town of New Castle in the amount of \$125.00. If an application is denied, or if the Town is unable to hang the banner due to construction conflicts or inclement weather, the application fee will be fully refunded.
3. Banners may be in place for 10 days prior to the date of a particular event, or, if space will be available, up to two consecutive weeks to advertise an on-going program. Banners will be removed on the morning of the first business day following the approved period. Unless they are picked up from the Receptionist in Town Hall within a week, banners will be discarded.
4. Banners must be at least 20 feet, but no more than 40 feet long, and should be at least 2-3 feet high in order to have adequate readability by the public. Banners should be as attractive as possible, with large, clear letters and minimal text.
5. Banners must have half-circles (half moons) cut out of them at intervals so they do not create a hazard in strong winds.



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Triangle Sign Guidelines

1. Reservation applications must be made in writing on the Town's Triangle Sign [Application Form](#) and must be approved by the Town Administrator. Select either Millwood or Chappaqua Triangle location. Please fill out the application form completely.
2. Make a written reservation at least one month in advance with the Receptionist in Town Hall, 200 South Greeley Avenue, Chappaqua, New York and provide a \$20 payment for each sign, either in cash or a check payable to "Town of New Castle."
3. Reservations are on a first-come, first-serve basis. Please note that no organization may reserve the triangle space more than four times in the same calendar year and must have at least 1 month between applications. Exceptions may be made if space is available.
4. Signs must be eight (8) feet wide and two feet high and 3/8" or less in thickness.
5. Signs should be designed for ease of reading by motorists, with large clear letters and minimal text. They should be as attractive as possible.
6. All signs must be dropped off at the Department of Public Works, at 280 Hunts Lane before 3:00 PM on the Friday before the sign is to be put up. The Department of Public Works will be responsible for putting up and removing all signs.