



## Report to Council

Department: Infrastructure Services  
Division: Operations  
Date: August 11, 2025  
Prepared by: David McBeth, C.E.T., Manager of Capital Works and Asset Management  
Report Number: Operations-2025-09  
Subject: Streetlight Banner Policy Update  
Number of Pages: 5

### Recommendation(s)

**That** Operation-2025-09 entitled Streetlight Banner Policy Update prepared by Norman Nussio Manager Operations and Drainage dated August 11, 2025, be received, and

**That** Council adopt the Infrastructure Services revisions to the Policy titled “Streetlight Banner Policy” appended.

**That** Council approve the \$7,000 expense for the installation of new street banners from the Council contingency fund.

### Purpose

As additional banner arms have been fundraised through the community, the banner policy is being amended for Essex and Harrow to allow for the use of the larger banners in Essex and to identify the extended area outside of the downtown cores for both communities, identified in the policy under Schedules A & B.

Furthermore, as this work was anticipated, Infrastructure Services is recommending that the cost for the mounting of additional banners arms and banners outside of original streetlight banner policy be covered by budget from the Council contingency fund.

## **Background and Discussion**

At its Regular Meeting on November 4, 2024, Council approved the Streetlight Banner Policy #084 under Resolution #R24-11-483:

**That** Operation Report-2024-09 entitled Streetlight Banner Policy prepared by Norman Nussio, Manager, Operations and Drainage dated November 4, 2024, be received; and

**That** Council adopt the Infrastructure Services Policy titled Streetlight Banner Policy appended.

**Moved By:** Councilor McGuire-Blais

**Seconded By:** Councilor Verbeek

Within that policy, Schedule A included Banner Design Guidelines and Specifications and Schedule B included Applicable Banner Locations. There are currently 26 banner arms in Harrow and 20 banner arms in Essex currently installed with newly installed streetlighting infrastructure for full size banners.

The first applicants for the banner programs were the Harrow and Essex Legion's for their Salute our Veterans program, which they plan to institute in Fall 2025, and were both approved by Council on March 17, 2025. Both the Harrow and Essex Legion Branches wanted to extend their programs beyond the current limits of the banner arms in both Harrow and Essex based on their interest they received from the Community. The Town of Essex applied for a grant to the Veteran's Memorial Fund for \$5,000 to help support their programs back in March, but was unsuccessful in our application.

Through support from the Rotary Club of Essex, the Essex BIA, the Essex Branch of the Legion, the Harrow Branch of the Legion, Harrow Kinsmen, Rotary Club of Harrow, and the Harrow & Colchester Chamber of Commerce, additional funds were secured to purchase an additional 41 aftermarket banner arms, of which 30 are requested for this year's program. These aftermarket banner arms will be purchased by these community partners and donated to the Town, which can then be mounted on to the existing streetlight poles from Fairview Avenue to Arthur Street and Cameron Avenue to Maidstone Avenue in Essex and from Centre Street to Colio Drive in Harrow.

As these additional banner arms will allow for banners to be mounted on the existing streetlight within Essex and Harrow, Administration is amending this policy to update Schedule A to provide specifications for the use of larger banners (24" x 50") in Essex, which was not previously included, and to update the mapping in Schedule B to expand to banner locations on Talbot Street from Maidstone Avenue to Fairview Avenue in Essex and on Queen Street from King Street to Colio Drive in Harrow.

Based on the current staffing levels and the operational needs of the Operations Division, the installation of any banner arms and hanging of banners would need to be contracted out to a third party. To install the arms and install the banners would require 2-3 staff members and rental equipment. Based on current workload of the division to repair and maintain our existing infrastructure, the current staffing levels do not permit any additional tasks to be completed as this division is currently short staffed and unable to accommodate additional tasks, especially at this time of year.

Recently, the Town installed banners (20 in total) that were installed as part of the Essex Streetscape project, which were mounted on existing streetlight banner arms in Essex by a third-party contractor at a expense of \$1,250. Hanging new aftermarket banners arms and the banners for the two Legion banner programs, it is anticipated to cost \$7,000, which was not accounted for in the 2025 budget.

## **Financial Impact**

As the funding for the purchase of additional aftermarket banner arms is funded from contributions from Community Partners, there are no expenses to the Town to purchase the aftermarket banner arms. The banners that will eventually be mounted to these aftermarket banner arms would still need to be purchased and provided by the parties interested in the use of the banner arms.

There will be an expense to Operations for the installation of the banner arms in the expected amount of \$7,000. This work will be completed in September when the Legion's Salute our Veterans program starts. The banner arms and banners will need to be mounted at the same time. The expanded limits of the banner program were not included in the 2025 Operating Budget, so Administration is requesting that the \$7,000 be funded through Council contingency to support the expansion. The banner program will also cost approximately \$5,000 annually to facilitate the install and removals of the banners and that approval will result in an increase of \$5,000 annually to the Operating Budget for the life of the program, starting in the 2026 Budget funded through taxation. Council would need to support the initial \$7,000 to install the new banners and arms and also support the 2026 Operating Budget increase for the banner program to continue.

## **Consultations**

Kevin Girard, Director, Infrastructure Services

Norman Nussio, Manager, Operations and Drainage

Kate Giurissevich, CAO & Director, Corporate Services/Treasurer

## Link to Strategic Priorities

- Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- Leverage our Town's competitive advantages to promote jobs and economic investment.
- Take care of our natural environment and strengthen the sense of belonging to everyone who makes Essex "home".
- Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives.

**Report Approval Details**

Document Title:	Streetlight Banner Policy Updates - Operations-2025-09.docx
Attachments:	- Banner Policy Updated - Combined.pdf
Final Approval Date:	Aug 6, 2025

This report and all of its attachments were approved and signed as outlined below:

**No Signature - Task assigned to Kevin Girard, Director, Infrastructure Services was completed by workflow administrator Shelley Brown, Deputy Clerk, Legal and Legislative Services**

**Kevin Girard, Director, Infrastructure Services - Aug 6, 2025 - 12:27 PM**

**No Signature - Task assigned to Ann Marie Unis, Manager, Finance & Business Services was completed by workflow administrator Shelley Brown, Deputy Clerk, Legal and Legislative Services**

**Ann Marie Unis, Manager, Finance & Business Services - Aug 6, 2025 - 12:27 PM**



**Kate Giurissevich, Chief Administrative Officer - Aug 6, 2025 - 2:19 PM**