Policy Manual

Section:	Infrastructure Services
Subject:	Streetlight Banner Policy
Policy Number:	~~084~~ TBD
Approval Date:	~~November 4, 2024~~ TBD
Approved By:	Council Resolution ~~R24-11-483~~ TBD
Prepared By:	Manager, Operations and Drainage

1. Objective

This policy establishes the criteria for the implementation of Banner designs when requested by an individual, community group and organization. This policy ensures that all requests for Banners done in a non-biased, fair, and equitable manner.

This policy is for use by the Town of Essex to set the requirements and process to implement and install banners at various locations as identified in this policy.

2. Scope

This policy is to provide the requirements and process for individuals, community groups and/or organizations to request Banners to be installed in the Town of Essex.

3. Definitions

Special Event or Activity means a one-time or infrequently occurring event and is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience and are those activities that, in the opinion of the CAO or designate, have an identifiable community benefit and are consistent with the values and purpose of the Town of Essex.

Banner means a sign constructed of a pliable material, which is typically installed on a street pole on a temporary basis. This includes both over-the-road banners and pole banners.

Community Organization means a charitable, non-profit, or government organization/group that may be interested in displaying a Banners.

4. Request for Banners

4.1 Banner displays will be exclusive to the Town of Essex, Essex BIA, Harrow Chamber and Veterans Memorial Banner program by the local Legions.

4.2 A Banner application must be obtained from the Town of Essex Infrastructure Services Department and submitted no less than 60 days prior to the requested display date. The Banner application must include:

4.2.1 Description of the Special Event, including the purpose of the event and an explanation of the events benefit to the community.

4.2.2 Contact information for the Community Organization and/or the individual assigned to the Banner project with respect to the organizations listed in section 4.4.

4.2.3 The proposed Banner type and design including colours, text, and graphic content.

4.2.4 The Banner material, preferred installation and removal dates, locations, and production details.

4.2.5 Contact information for the Applicant and Champion.

4.3 Banner will only be changed a maximum of 4 times per year (ie. Spring, Summer, Fall and Winter) with the exception that the Banner poles will be reserved for the Veteran Memorial Banner program from September 1st to November 15th if requested by the local Legions.

4.4 Director of Infrastructure Services will review the Applicant's submission and render a formal written response to the Applicant on the next steps or if additional information is required.

4.5 Banner approvals are not guaranteed. In the case of multiple applications for the same time frame, preference will be given to existing banner programs. All other applications will be considered on a first come first-serve basis unless otherwise determined by council.

4.6 Council reserves the right in their sole discretion to remove an already existing Banner, at any time, without any obligation to or recourse from the Applicant.

5. Design

5.1 Banners shall be designed to this Banner Policy and shall complement the natural aesthetic of the municipality and the surrounding environment. Design guidelines and specifications are included in Schedule A.

5.2 Town Council must approve final Banner designs prior to production and installation.

6. Installation, Maintenance and Financial Obligations

6.1 Banners may only be installed, maintained, or removed by Town of Essex Public Works personnel.

6.2 The number of Banners that may be installed is dependant on the proposed location of the Banners and subject to approval by the Director of Infrastructure Services. Authorized Banner locations are identified in Schedule B.

6.3 Banners are to be provided to the Town in the correct size and in ready-to-install condition. Banners that fail to meet the size and installation specifications may result in cancellation of the installation.

6.4 All Banners should be delivered to the Town of Essex Public Works Department at least two business days prior to the installation date. Failure to meet the delivery deadline may result in cancellation of the installation.

6.5 The date and time of installation shall be at the discretion of the Infrastructure Services Department and is based on workload, weather restrictions, staff resources, and equipment availability.

6.6 Banners are to be picked up within seven days of being removed. The Town of Essex assumes no responsibility for Banners that are not picked up within the specified time.

6.7 Vandalism and accidents unfortunately occur from time to time and may affect the Banners once installed. The Town assumes no responsibility, financial or otherwise, to remedy any vandalized or damaged Banner(s). If so, the Town will notify the Applicant and/or Champion of the damage and request that it be remedied within the amount of time required by the Town, acting reasonably.

Revision Log

Revision No.	Approval Date	Prepared By: (Position Title)	Approved By: (Position Title)	Description of Change
1	04 Nov 2025	Norm Nussio Manager, Operations and Drainage	Kevin Girard Director, Infrastructure Services	Creation of policy
2	TBD	Norm Nussio Manager, Operations and Drainage	Kevin Girard Director, Infrastructure Services	Extension of policy limits for aftermarket banner arms, application form and updated specifications for large banner in Essex Centre

Schedule A

Banner Design Guidelines, Application and Specifications

Design Guidelines

The following guidelines are for reference purposes only. The Town of Essex must approve all designs and specifications prior to production.

Materials

- Vinyl
- All banners to have reinforced hemmed edges and pocket

Colours

- Vinyl and contrasting colours are preferred with enough value (light and dark) separation to provide reasonable legibility under low lighting conditions. Colour pigments or dyes should be selected for exterior applications and be resistant to fading or colour bleeding.
- Colours should be bold and able to stand out when viewed at a distance.
- Colour schemes should be indicative of the season/period of the year.
- Fewer colours per design are preferred.

Graphics/Streetlight Banner Content

- Streetlight Banner content should graphically convey the message of the event or its purpose in a simple manner using bold colours and a minimum number of images and text so as to inform the public of the event and avoid visual confusion.
- Text shown must be of legible size for easy readability at a distance (i.e. not less than 3 inches in height for lower case letters (depending on font style).
- No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, no more than ¼ of the surface of each face of the Streetlight Banner area shall be used for the name and logo on the sponsor.
- Title blocks and lettering should be kept to a minimum.
- Streetlight Banner content shall be subject to review and approval.

Banner Application

This is not a permit

DATE: DD MM YYYY

1. Applicant Information
Event Name:
Organization:
Contact Name(s):
Address:
Phone Number:
Email:

2. Banner Location

3. Banner Details
Banner Material:
Banner Producton Details (Printer):
Banner Size:
Banner Design to be submitted as part of this application.

4. Description of Event

5. Benefits of the community:

6. Dates Preferred (Must be 60 days before install)	
Install:	Remove:

I acknowledge that I have read and understood the guidelines for Banner installations as detailed in Banner Policy 084 and its specifications. Schedule A and B attached.

Please attach a copy of the Banner to this application.

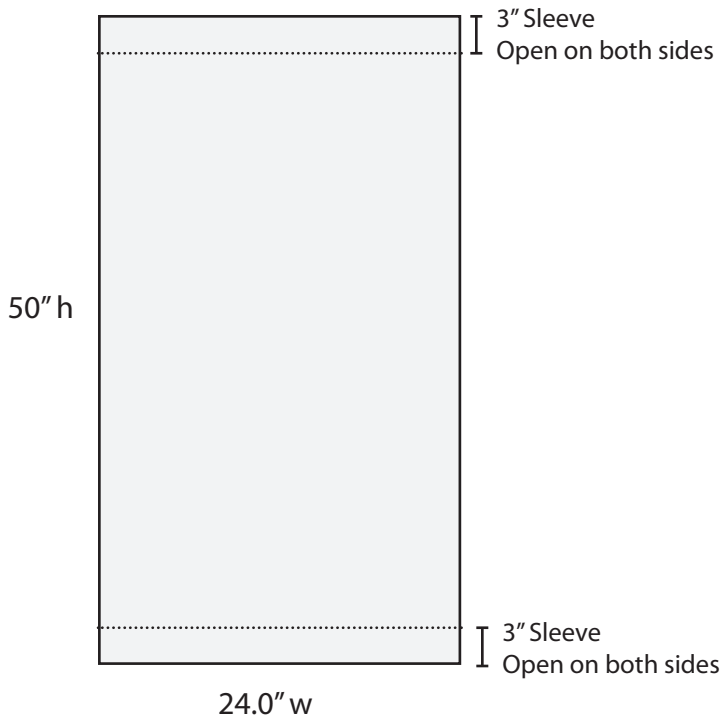
Applicant Signature: _____ Date: _____

Town of Essex

BANNER SPECIFICATIONS

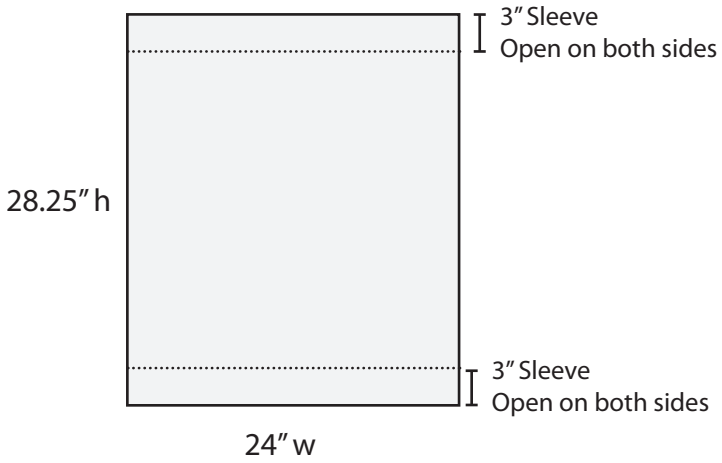
Essex

Banner Size: 24.0”w X 50”h



Essex Centre

Banner Size: 24”w X 28.25”h



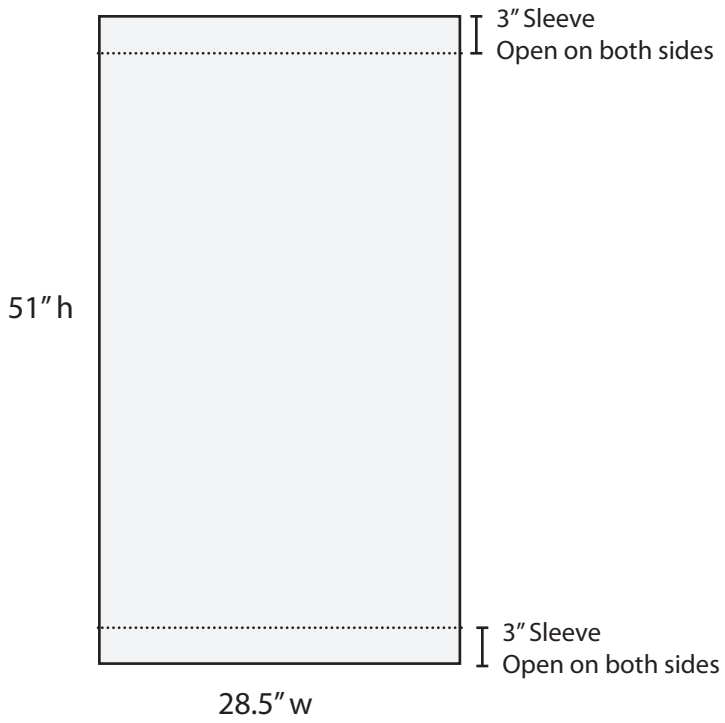
Questions? Contact communications@essex.ca

Town of Essex

BANNER SPECIFICATIONS

Harrow

Banner Size: 28.5”w X 51”h



Questions? Contact communications@essex.ca

Schedule B

Applicable Banner Locations

Maidstone Ave E
Medora Av E
Fox St N
Station St N
Cameron Av
Fox St S
Wilson Av
Talbot St N
County Rd 34
Albert St
Medora Av W
Victoria Av
Alice St N
Centre St
AME-01
AME-02
AME-03
AME-04
AME-05
AME-06
AME-07
AME-08
AME-09
AME-10
E0-0
E0-1
E0-2
E0-3
E0-4
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E0-21
E0-22
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E0-24
Banner Locations

Cranberry Ct
Wilson Av
Scratch St
Gordon Av
Maple Row
Station St S
Arthur Av
Brien Av E
Irwin Av
Fox St S
Wellington Av E
Fairview Av E
Cosfield Av
County Rd 34
Laird Av
Alice St N
Alice St S
Iler Av
Brien Av W
St. Paul St
Wellington Av W
St. James St
Russell St
E0-25
E0-26
E0-27
E0-28
E0-29
E0-30
E0-31
E0-32
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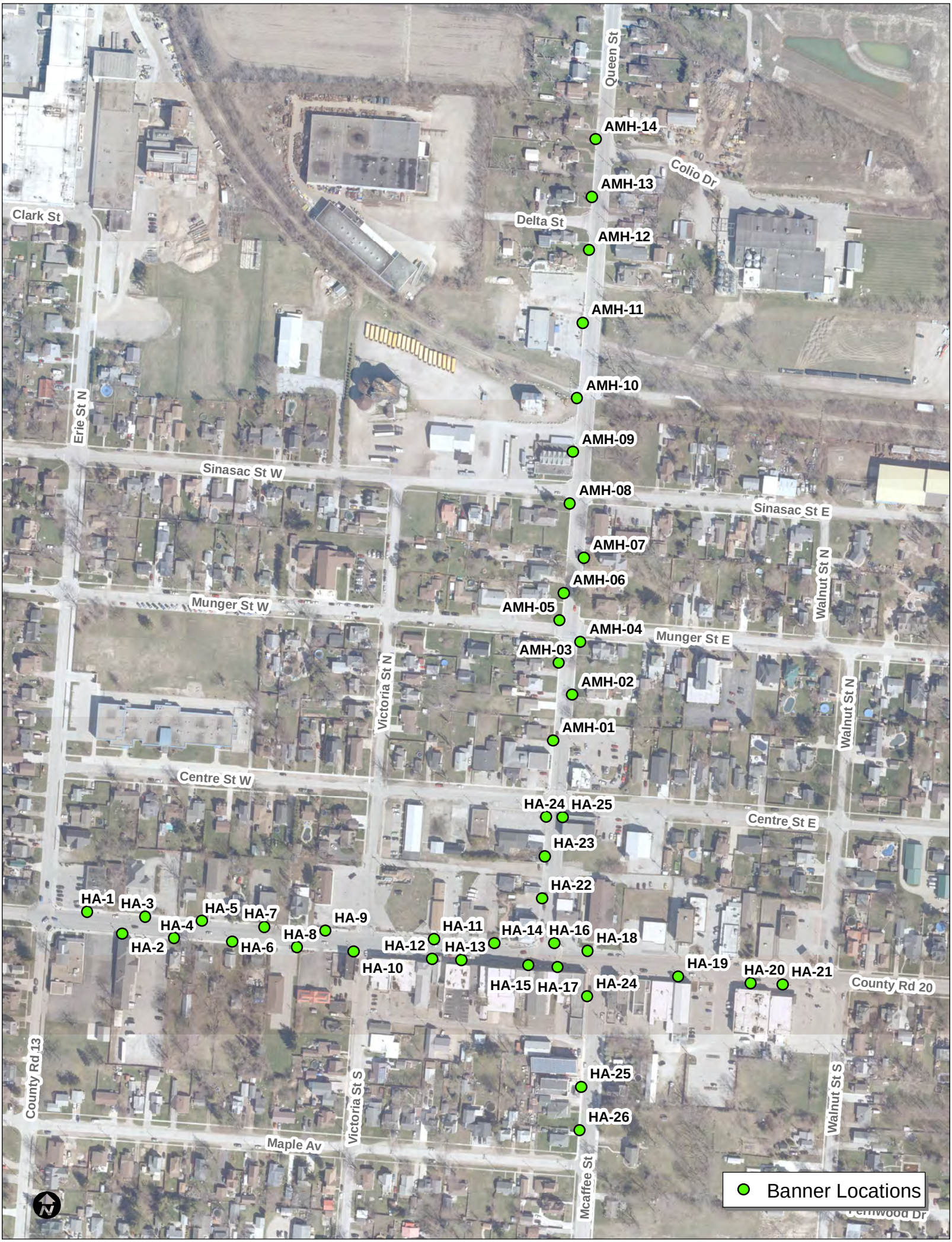
Banner Locations


Queen St
Colio Dr
Delta St
Clark St
Erie St N
Sinasac St W
Sinasac St E
Walnut St N
Munger St W
Munger St E
Victoria St N
Centre St W
Centre St E
County Rd 20
County Rd 13
Victoria St S
Walnut St S
Maple Av
Mcaffee St
AMH-14
AMH-13
AMH-12
AMH-11
AMH-10
AMH-09
AMH-08
AMH-07
AMH-06
AMH-05
AMH-04
AMH-03
AMH-02
AMH-01
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Banner Locations