
TITLE: STREET BANNER POLICY
SECTION: FACILITIES MANAGEMENT
POLICY NO: 02000-04

APPROVAL DATE: May 27, 2024

CAO Signature: 

POLICY STATEMENT

1. PURPOSE

The purpose of this policy is to provide guidance as to how and when street banners on Town of Amherst owned or controlled properties shall be requested and installed.

POLICY STATEMENT:

All banner themes shall have significance to, and provide benefit to the Town of Amherst and its citizens.

The banners shall not:

- Represent illegal activities
- Promote hate
- Be a political advertisement
- Cause, abet or stimulate civic disorder
- Be commercial in nature
- Be otherwise inappropriate in the opinion of the Town acting reasonably
- Represent or infer that the Town is a sponsor or proponent on the content or representation of the Banner.

CONDITIONS

1 LOCATIONS

The Town of Amherst has a maximum of 80 poles for banner décor. They include Church Street, Victoria Street, Ratchford Street, and Albion Street.

2 BANNER DIMENSION AND PRODUCTION MATERIAL

Banner Size 24" X 36"

Info – Printed double sided on 18pt Stock with welded pockets top and bottom /4 grommets.

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3 INSTALLATION AND REMOVAL OF BANNERS

The installation and removal of banners is to be done by the Town of Amherst only. The upkeep of fixtures is also the responsibility of the Town of Amherst.

4 REQUESTS FOR ADDITIONAL BANNERS

- The placement of banners by individuals or groups is not permitted on an ad hoc basis.
- Requests from individuals or groups to place banners, or have the Town place banners, can be brought forward as a request to alter this policy.
- Such requests should be made at least 90 days prior to the desired time of placement, and include a detailed program on how the banners will be administered, if applicable.
- Where groups wish to have banners placed, an MOU will be negotiated for Council approval to clarify roles and responsibilities of group and the Town.

5 DISCLAIMERS

- The Town of Amherst will make every effort to meet the installation/removal deadlines, however circumstances beyond our control could prevent this from happening.
- Banners erected without prior approval will be removed promptly at the owner's expense.
- The Town of Amherst is not responsible for the loss or any damage caused to the banners.
- The Town reserves the right to refuse any application which it deems inappropriate.
- The Town reserves the right to use any banners as infill at their discretion.

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APPENDIX A –Banner Schedule

- December/January - Seasonal
- February - African Heritage Month
- March/April/May - Live Work Play
- Late May – mid June - Pride
- Mid-June - Indigenous Day
- Late June - July - Canada Day
- August - Acadian Day
- August/September - Welcome
- October - Fibre Arts Festival
- November - Veterans (Royal Canadian Legion Branch #10)

ROLES AND RESPONSIBILITIES

Title/Role	Responsibilities
Director, Community Living	Ensure the guidelines of this policy are clear to community organizations.
CAO	Approve applications in a timely manner
Council	Continue to encourage and support the inclusive and equitable approval of this policy

For Administrative Use Only:

VERSION LOG

Amendment Description	Policy Owner	Approved By	Approval Date
New Policy	Director, Community Living, Bristol	Council	June 26, 2023
Add Acadian Day to Appendix A		Council	May 27, 2024

