

**CITY OF ESSEX JUNCTION
COUNCIL POLICY REGARDING STREET BANNERS,
GAS LAMP BANNERS, AND EVENT FLAGS**

1. **Purpose:** To outline the requirements and approval process for street banners, gas lamp banners and event flags.

2. **Eligibility:**
 - A. Banner(s) or event flags must not violate any Federal, State, or City laws or ordinances.
 - B. Applications to erect a banner(s) or event flags must be from non-profit organizations announcing an event.
 - C. The event must be held within the City of Essex Junction limits.
 - D. Banner(s) or event flags must conform to the specifications below or will be rejected.
 - E. Banner(s) or event flags may be hung for up to two weeks in a calendar year. No banner or event flag will be hung between November 1st and April 1st.
 - F. Insurance: The City of Essex Junction requires a Certificate of Insurance to be submitted with the application demonstrating that the non-profit organization has insurance at a combined single limit of one million (\$1,000,000) dollars aggregate for public liability and property damage including vehicle coverage. Also, the applicant shall be required to sign and submit the attached Liability Waiver form with the application.

3. **Street Banner Specifications:** This is for banners to be hung over Park Street at the entrance to the City of Essex Junction.
 - A. Banner Material: Mesh or solid vinyl face with wind pockets to allow for air to flow through (12-24 per banner).
 - B. Height: Must be 3 - 3½ feet high and no longer than 30 feet. Anything less than 3½ feet shall have droppers on the grommets.
 - C. Rope: No rope attached.
 - D. Grommets: Grommets shall be installed at the top and bottom of the banner, a minimum of every four (4) feet, with hooks in each grommet which will be secured on guy wires. All four corners shall have grommets.
 - E. Advertising: No more than 20% of the sign area shall contain advertising of any product or commercial logo.
 - F. Miscellaneous: Two-sided banners are preferred.

4. **Gas Lamp Banner Specifications:** This is for banners to be hung on the gas lamps on Railroad Avenue and Main Street.
 - A. Banner Material: Sunbrella or vinyl banner material is preferred.
 - B. Height/Width: 3 feet high, plus 4" pole sleeves top and bottom and 1.5 feet wide.Advertising: No more than 20% of the sign shall contain advertising of any product or commercial logo.
5. **Event Flag Specifications:** This is for event flags to be hung on telephone poles.
 - A. Flag Material: 100% nylon
 - B. Height: 4 feet high, 2.5 feet wide on a 5-foot pole.
 - C. Advertising: No more than 20% of the sign shall contain advertising of any product or commercial logo.
 - D. Restrictions: The following dates are reserved to hang American flags, per the Council Policy on Flags: one week prior to Memorial Day through July 4th, and one week prior to and including Veterans Day.
6. **Approval for Banners or Event Flags**
 - A. Call the City Municipal Office at 802-878-6944 to check on dates available.
 - B. Send completed application to the City of Essex Junction, c/o Administrative Assistant, 2 Lincoln Street, Essex Junction, VT 05452. A complete application shall include the application form, required \$350 fee, Certificate of Insurance, and a signed Liability Waiver form.
 - C. Applications shall be approved on a first-come, first-served basis. The City of Essex Junction City Council will vote to approve or reject the application. The Council meets on the second and fourth Wednesday of every month. Applicants will be notified by the City Manager's Administrative Assistant of the approval or rejection of the application shortly thereafter.
 - D. If approved, the banner(s) or flags must be delivered to the City Offices three working days (Monday through Friday) prior to the date it is scheduled to be hung. The banner(s) or flags will be hung by the Essex Junction Public Works Department.

11/27/2012 Revised by the City Council on 11/13/2024

**APPLICATION TO HANG STREET BANNERS, GAS LAMP BANNERS OR EVENT
FLAGS IN THE CITY OF ESSEX JUNCTION**

Please Print

Applicant's Name: _____

Organization: _____

Tax Exempt #: _____ Non-Profit: _____ Yes _____ No

Address: _____

Phone: _____ Email: _____

Application for: Street Banner _____ Gas Lamp Banners _____ Event Flags _____

Message and dimensions: _____

Locations you would like the event flags displayed: _____

Dates to be hung: From: _____ To: _____

I certify that the above-described banner(s) or event flags have been constructed in accordance with the specifications noted.

Signed: _____ Date: _____

Please return completed application to the Managers Office, City of Essex Junction, 2 Lincoln Street, Essex Junction, VT 05452.

OFFICE USE ONLY

Insurance Certificate received: _____ Yes _____ No
Liability Waiver received: _____ Yes _____ No Waiver signed: Yes ___ No ___
\$350 fee received: _____ Yes _____ No
Application complete: _____ Yes _____ No

City Council approval (date): _____

LIABILITY WAIVER

The City of Essex Junction has agreed to hang a banner(s) or event flags for (print organization name) _____, hereinafter known as "Owner."

To the extent permitted by law, the "Owner" agrees to indemnify and hold harmless the City of Essex Junction and its subsidiaries, its agents, employees or any other persons against loss or expense including attorney's fees, by reason of the liability imposed by law upon the City except in cases of the City's sole negligence, for damage because of bodily injury including death at any time resulting therefrom, sustained by any person or persons, or on account of damaged property arising out of the hung banner or in consequence of the performance of hanging the banner, whether such injuries to persons or damage to property are due, or claim to be due, to any passive negligence of the City employees or agents or any other person.

This indemnification and hold harmless agreement shall be insured by liability insurance naming the City as an additional insured in the "Owner's" policy, and a certificate of insurance must be provided prior to hanging the banner(s) or event flags.

Event: _____

The banner(s)/event flags will be hung from _____ date to _____ date

OWNER'S ACKNOWLEDGMENT:

By: _____ Date: _____

CITY OF ESSEX JUNCTION ACKNOWLEDGMENT:

By: _____ Date: _____