



BANNER, EVENT SIGNAGE, FLAGS, PROCLAMATION AND LIGHTING POLICY

Policy # 2023-01

Date Approved: November 26, 2024

Date(s) of Revision: January 27, 2026

The Town of Woodstock is dedicated to assuring high standards of aesthetic appeal and maintaining it throughout the core. The purpose of this policy is to establish clear guidelines for displaying banners, event signage, flags and handling proclamation and lighting requests.

1. BANNERS

1.1 Requests for Banner Placement

Requests for banner placement must be made in writing 90 days in advance and submitted to info@WoodstockNB.ca. Banners must have design and specifications approved by the Director of Tourism and Events at least 60 days ahead of expected date of event or placement. (with exception of the Remembrance Day banners- see below Exception 1.7)

1.2 Eligibility

Eligible banners are for Woodstock area-based tourism events only. *Exception 1.7.

1.3 Banner Tenure

Banners can be put up 2-3 weeks before an event, based on staff availability, and will be taken down after the event and must be picked from the Tourism department 10 days after the event. *Exception 1.7

1.4 Banner Installation and Removal

Banners will be installed and removed at the direction of the Public Works department.

1.5 Fees

All banner production is at the expense of the organization. The cost of installation will be determined by staff and agreed upon with the organization (may include labour and equipment rental for installation)

1.6 Storage/Liability

All banners shall be the responsibility of the sponsoring organization. The Town will not be responsible for lost or stolen banners, or the storing of them.

1.7 Remembrance Day Banners

- A. Remembrance Day lamp post banner must be made of 13 oz+ outdoor vinyl banner material.
- B. All banners for the Remembrance Day program shall have two double stitched 3” reinforced hemmed loops (at top and bottom), and grommets on all four corners for hanging.
- C. Remembrance Day lamp post banners are to be 24” x 48” in size, including the hem loops/grommets.
- D. Requests for Remembrance Day lamp post banners must be submitted by July 15th to Town Hall and payment made in full at the time of request.
- E. Photos will need to be scanned and emailed, at highest resolution possible (no cell phone pictures.)

2. EVENT SIGNAGE

2.1 Requests for Event Signage Placement

Requests for event signage to be placed on the Town of Woodstock’s property must be made in writing 90 days in advance and submitted to info@WoodstockNB.ca. Event signage must have design and specifications approved by the Director of Tourism and Events at least 60 days ahead of expected date of event or placement.

2.2 Eligibility

Eligible event signage is for Woodstock area-based events only.

2.3 Event Signage Tenure

- A. Advance Placement – Event signage may be installed no earlier than 14 days prior to the event date, unless otherwise approved. Advance Placement is intended for wayfinding and awareness only.
- B. Day-Of Placement – Event signage may be installed day-of. Day-of placement is intended for directional or wayfinding signs on the day of the event.

2.4 Event Signage Size Limits & Quantity

- A. The maximum size of individual event signs shall not exceed 32 square feet in area.
- B. The maximum number of event signs permitted is subject to location, event scale and safety measures.
- C. Prohibited event sign types include illuminated, electronic, animated, or sound producing.

2.5 Event Signage Installation and Removal

- A. Event signage will be installed and removed by the event organization. Event signage must be removed no later than 3 days following the conclusion of the event.
- B. Event signage must not obstruct sidewalks, roadways, sightlines, traffic control devices or accessibility routes.
- C. Event signage must not pose a hazard to pedestrians, cyclists, or vehicles.

- D. Event signs must be securely installed using non-damaging methods.
- E. Event signs must not be attached to trees, utility poles, traffic signs, benches, or municipal infrastructure unless approved.
- F. Stakes or supports must not damage underground utilities or landscaping.

2.6 Fees

All event signage production and installation are at the expense of the event organization.

2.7 Storage/Liability

All event signage shall be the responsibility of the sponsoring organization. The Town will not be responsible for lost or stolen event signage or the storing of them. The Town may remove any sign that does not comply with this policy, poses a safety risk or is installed without approval with costs associated charged to the event organizer.

3. Proclamations

3.1 Proclamations by the Town of Woodstock, Mayor and/or Council will only be made if there is a local connection to the community.

- A. Requests for proclamations should be submitted in writing to the Clerk of the Town of Woodstock via Town Hall or clerk@WoodstockNB.ca, and will be considered by council based on this policy on a case by case basis.

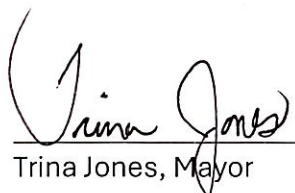
4. Special Lighting Requests

4.1 The Town of Woodstock will not place special lighting regardless of organization making request.

5. Flag placement, rising and lowering on Town of Woodstock Property

5.1 Flags on display will only be Canadian, New Brunswick or Town of Woodstock. (Exception 1.2).

5.2 Flags will be lowered to half-mast as per the national and provincial requirements (e.g.: sovereignty passing etc.) as well as Town of Woodstock specific occasions (e.g.: employee passing etc.).


Trina Jones, Mayor


Christine Jewett, Clerk

