

POLICY STATEMENT AND REGULATIONS

Number: 400.8

STREET BANNER POLICY

POLICY OBJECTIVE

To help promote community occasions or events of a cultural or recreational nature, or to display public service announcements.

POLICY

1. Occasions, events, or announcements shall be specific happenings within the community that the majority of the population would be able to participate in or be of general interest to the general public due to the nature of the event. These events must not be commercially oriented but will provide information and/or recreation to the community as a whole.
2. Banners shall not promote a point of view, or organization, of a political, ethical, or religious nature.
3. The Director of Works and Utilities, or his authorized designate, is authorized to approve the installation of banners on behalf of Council in accordance with Works and Utilities policies and procedures.
4. Notwithstanding Article 3, Council approval is required for banner messaging and artwork for first time events or for any changes to banner artwork previously approved by Council.
5. Recognition of sponsorship shall not cover more than 20% of the banner surface area on each side.
6. The fee for installing and removing the banners shall be:
 - a. \$150.00 mobilization fee plus \$55.00 per banner for standard sized banners installed on streetlights; and
 - b. \$200.00 per banner for large banners installed on the poles in the grass area at the Peach Orchard roundabout.
7. Organizations unable to pay the fee may request a grant in aid through a formal report from the Works and Utilities Department to Council.

Adopted: November 10, 2014