

<b>Policy: Banner</b>	<b>Policy #: EN-236</b>
<b>Department: Engineering and Infrastructure</b>	<b>Effective Date: February 20, 2008</b>
	<b>Revision Date:</b>

## **1.0 Purpose**

- 1.1** The purpose of this policy is to establish a guideline for the location, construction and installation of banners.
- 1.2** Banners shall assist in the promotion of cultural and civic events sponsored by non-profit groups reflecting general community interest.

## **2.0 Scope**

- 2.1** This policy covers the placement of cross-street banners over municipally owned roads and public right of ways only.
- 2.2** Banner requests for County of Essex roads shall be directed to the County of Essex.
- 2.3** Banner requests for the Ministry of Transportation (MTO) roads shall be directed to the Ministry of Transportation.

## **3.0 Policy**

- 3.1** Banners shall be restricted to those advertising special municipal events or other matters of municipal interest. This includes community festivals, events and activities.
- 3.2** There shall be no advertisements of commercial enterprises except as identified sponsors of a festival, event or activity.
- 3.3** All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event or non-profit group. Banners can include text for dates, activities, logos and/or title of event.
- 3.4** The design of the banner shall be undertaken and developed by the applicant.
- 3.5** The applicant agrees to indemnify and save harmless the Corporation, its servants and agents against all loss, costs, actions, charges or damages which it may suffer or be put to and from and against all claims or actions which may be made or brought against the Corporation, its servants and agents, arising from the use of banners or from any non-compliance with or a violation of the terms of this policy and application and any schedules forming part of this policy or application.

- 3.6** The use of street light poles is strictly prohibited. Street light poles are not designed to withstand the weight and pressure (i.e. “sail” effect) exhibited by a banner. Street light poles also have insufficient height to allow for adequate clearance.
- 3.7** The content of each banner is to be reviewed and approved by the Town of Lakeshore Festival and Event Committee.
- 3.8** Banners shall be installed or removed by the Public Works division of the Engineering and Infrastructures Services department only. A minimum of two weeks notice is required in order to schedule the installation or removal.
- 3.9** Banners will not be placed in proximity to energized hydro lines.
- 3.10** Banners shall be left in place a minimum of one week and a maximum of one month.
- 3.11** Banners shall be purchased, paid for and owned by the applicant. The Town of Lakeshore will assume no responsibility for the care, maintenance or condition of the banner approved and installed/removed for display.
- 3.12** The Town of Lakeshore is not responsible to store banners when not in use.
- 3.13** Banners shall meet the following construction specifications.
- 3.13.1** Grommets of one inch on all four corners and along the top edge no more than eight feet apart.
  - 3.13.2** Additional one inch grommets shall be installed along the bottom edge 12” to 48” in from the corner.
  - 3.13.3** Banners shall be a minimum length of 20’ and a maximum length of 37’.
  - 3.13.4** The maximum width of the banner shall be four feet.
  - 3.13.5** A minimum of 18 oz. material (canvas or vinyl) for the banner.
  - 3.13.6** Sufficient vent holes to minimize the ‘sail effect’ of the banner.
  - 3.13.7** Top section breakaway strength of 2,000 pounds (100 mph winds).
  - 3.13.8** Bottom connection break away strength of 1,000 pounds.
  - 3.13.9** A minimum of 3/16” stainless steel cable or 3/8” nylon rope sewn into the top and bottom.
  - 3.13.10** Overall cable length shall be the minimum length as per specifications for the approved crossings. Applicants may check with the Engineering and Infrastructure Services Department for required lengths.

- 3.14** An installation/removal fee in accordance with the tariff of fee bylaw shall be paid to offset the cost and maintenance of the poles.
- 3.15** Special poles shall be installed on Notre Dame Street which will be used for the purpose of displaying banners. These would take the form of separate metal or concrete bases and heavy-duty metal poles exclusively for the use of occasional banners. These poles shall be designed to withstand the force exerted by typical banners.
- 3.16** Public Works shall ask for input from the Belle River BIA on ideal banner location(s). Final banner location will be at the discretion of the Public Works Services division.
- 3.17** An application form is to be completed, requesting the installation of the banner, location, liability insurance and timeframe. Only one banner display period may be requested per application.
- 3.18** Applicants will be considered on a first come, first served basis.
- 3.19** In the event a banner becomes significantly torn, damaged or detached from the pole, the banner shall be removed immediately. The Town of Lakeshore accepts no responsibility for damaged banners.
- 3.20** The banners must be picked up within 24 hours after they have been removed.
- 3.21** The banner will not be displayed if specifications are not met.

#### **4.0 Responsibilities**

- 4.1** The Town of Lakeshore shall not be responsible for the cost of any damages resulting from banner installation, display and removal. The applicant shall indemnify the Town for any potential liability.
- 4.2** It is the responsibility of the Director of Engineering and Infrastructure Services to ensure staff are aware of and follow this policy.
- 4.3** It is the responsibility of the applicant to ensure their banner meets or exceeds the proposed guidelines and is in good condition prior to completing an application form.

#### **5.0 Consequences**

- 5.1** Adherence to this policy assures banners are displayed in a manner that will ensure the safety of vehicles and pedestrians using the street.
- 5.2** Employees who do not adhere to this procedure may be subject to discipline.

## **6.0 References**

- 6.1 Application for Over the Road Banner Display
- 6.2 Ontario Ministry of Transportation Guidelines
- 6.3 Electrical Safety Association (ESA)
- 6.4 Festival and Events Policy



419 Notre Dame St.  
 Belle River ON, N0R 1A0  
 Main Line 519-728-2700  
 Toll Free 1-877-249-3367

DATE SUBMITTED DD/MM/YYYY

# Application Form Over the Road Banner Display

(Please Date Stamp and Initial)

(To be submitted a Minimum of **Two Weeks Prior** to Display Period Requested)

Name of Organization (Please Specify Area or Branch)	
Name of Primary Contact	
Mailing Address	Street Address
	City/Town
	Postal Code
Telephone Number	Primary # ( ) -
	Alternate Telephone (Daytime) # ( ) -
Name of Alternate Contact Person	
Telephone Number (s)	Primary # ( ) -
Display Period Requested	Starting on DD/MM/YYYY
	Up to and Including DD/MM/YYYY
Explain the Nature of Event to be Advertised	

**BANNER MESSAGE PLEASE TYPE OR PRINT CLEARLY**

**COMMERCIAL SPONSORS TO BE REPRESENTED ON THE BANNER**

1	2
Logo <input type="checkbox"/> or Text <input type="checkbox"/>	Logo <input type="checkbox"/> or Text <input type="checkbox"/>
3	4
Logo <input type="checkbox"/> or Text <input type="checkbox"/>	Logo <input type="checkbox"/> or Text <input type="checkbox"/>

Fee: \$100	Paid:
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The applicant agrees to indemnify and save harmless The Corporation of the Town of Lakeshore, its servants and agents against all loss, costs, actions, charges or damages which it may suffer or be put to and from and against all claims or actions which may be made or brought against the Corporation, its servants and agents, arising from the installation, display and removal of banners or from any non-compliance with or a violation of the terms of this policy and application and any schedules forming part of this policy or application and further that it will defend the Town against any and all claims which may arise as a result of the installation, display or removal of the banner.

**SIGNATURE OF APPLICANT or DELEGATE** \_\_\_\_\_ **Date** DD/MM/YYYY

It is the applicant's responsibility to ensure the banner is made exactly to specifications. If the banner is not made to these specifications, it may jeopardize the display, or its duration. It is the applicant's responsibility to have adjustments made if the banner is not correct.