

City of Prince Albert Statement of POLICY and PROCEDURE			
Department:	COMMUNITY SERVICES	Policy No.	79
Section:		Issued:	February 22, 2016
Subject:	LAMP POST BANNER PROGRAM POLICY	Effective:	February 22, 2016
Council Resolution # and Date:	Council Resolution No. 0066 of February 22, 2016	Page:	1 of 8
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Issued by:	Executive Assistant, Community Services	Dated:	
Approved by:	Jody Boulet, Director of Community Services		

1 POLICY

- 1.01 The City of Prince Albert endorses the use of banners that adhere to the following guidelines. These standards are established to protect City buildings and property from possible damage; to ensure the safety and security of residents and visitors; to protect the visual appearance and environment of the City of Prince Albert; and to support the City's overall brand and message.

2 PURPOSE

- 2.01 The City of Prince Albert's Lamp Post Banner Program is designed to allow eligible applicants the opportunity to place banners on the City's lamp posts to promote festivals, cultural, historical, arts, or sporting events, fundraising efforts, or other educational or celebratory events. The goal is to enhance community aesthetics and promote partnerships that support the activities and events held within the City.

3 ELIGIBILITY

- 3.01 To be eligible for the Lamp Post Banner Program, the Applicant must meet at least one (1) of the following criteria:
- (a) Be affiliated with a non-profit organization;
 - (b) Represent an event that is considered to be "City-sponsored"; or
 - (c) Represent a "special event" or "major special event" wherein the intention is to attract visitors to the City of Prince Albert.

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4 RESPONSIBILITY

- 4.01 The Director of Community Services is responsible for ensuring compliance with this Policy.
- 4.02 Applications to use the lamp post banner system are managed by the Community Services Department and are accepted as follows:
- (a) In person or by mail: c/o City Hall, 1084 Central Avenue, Prince Albert, Saskatchewan, S6V 7P3;
 - (b) By Phone: (306) 953-4800;
 - (c) By Facsimile: (306) 953-4915; or
 - (d) By Email: csd@citypa.com
- 4.03 All material, installation, and mounting/removal costs related to this Program are the responsibility of the Applicant making the request.
- 4.04 The copyright of banner artwork/production is the responsibility of the Applicant. The City of Prince Albert takes no responsibility for any copyright issues.

5 DEFINITIONS

- 5.01 "City" – the City of Prince Albert, its departments and its staff.
- 5.02 "City Streets" – public thoroughfares that are owned and managed by the City.
- 5.03 "Director" – the Director of Community Services or his/her designate.

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5.04 “Lamp Post Banner” – decorative banner that is installed temporarily on streetlight lamp posts.

5.05 “Major Special Event” – provincial games (summer and winter), national events that have representation from the majority of regions in Canada, or international events that have representation from a minimum of an additional country. For the purpose of this Policy, does not include conferences or trade exhibitions.

5.06 “Place” – affix, attach, install, or erect a sign or banner.

6 SCOPE

6.01 All requests to install banners on lamp posts within the City of Prince Albert must be approved by the Director of Community Services.

6.02 A Lamp Post Banner Program Application must be completed and submitted to the Community Services Department for approval four (4) weeks prior to an event and shall include, but not be limited to, the following:

- (a) Applicant information;
- (b) Event details;
- (c) Location being requested;
- (b) Concept design; and
- (c) Other pertinent information related to the proposed banners to be placed.

6.03 The City reserves the right to remove the banners at any time or for any reason.

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7 PROCESS

7.01 The Lamp Post Banner Program request is initiated by an eligible Applicant and the below steps for implementation are to be followed:

- Step 1: A Lamp Post Banner Program Application is completed in full and submitted by an eligible Applicant to the Community Services Department (as described in Section 4.02 above).
- Step 2: If required, the Applicant will meet with the Director to discuss the Application, ensuring it has been completed correctly, and to go over responsibilities of each party.
- Step 3: Once the Director has made a decision a letter will be forwarded notifying the Applicant of their approval or denial. The Director has the discretion to approve or deny any request.
- Step 4: If approved, the Applicant shall have banners manufactured to meet the minimum specifications (as described in Section 8 below).
- Step 5: Upon receipt of banners, the Applicant shall notify the Community Services Department that the banners are available for pickup/delivery and make arrangements accordingly.
- Step 6: Community Services staff shall install/remove banners according to this Policy and/or the approved Application.

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8 DESIGN CRITERIA

8.01 The City has 73 available banner brackets. The banner brackets have a removable arm, giving them the ability to be installed on most, if not all, lamp posts.

8.02 Banner designs, artwork and content must promote events, programs or activities within the City of Prince Albert.

8.03 The following are mandatory design requirements for all banners:

- (a) Banners shall be either polyester reinforced vinyl or windscreen.
- (b) Banners shall have reinforced header on all sides with double reinforced corners and sleeves.
- (c) Banners must be printed on both sides.
- (d) Banners can be rectangular or triangular.
- (e) Banners must have ¼" grommets on all corners.
- (f) If made of polyester, banners must have wind slits.
- (g) 24 oz. gauge.
- (h) Size must be 30" x 80".
- (i) Sleeves must have an opening from the outer-most stitch to the folded end while laying flat.
- (j) If these are new banners with new designs, a sample of the banner design must be attached to the Application, and is subject to approval by the Director of Community Services.

8.04 Banners will only be approved on the following basis:

- (a) The design broadly reflects the City's overall brand identity and includes an easily legible official logo.
- (b) The artwork is approved, in advance.
- (c) The banner is maintained in good condition.

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- (d) The Applicant works with the City well in advance of the date needed for the banner to be posted.
- (e) Prominence shall be given to the event title.
- (f) The placement of Applicant and/or sponsor logos on banners must be approved in advance and the City's logo must be included on the bottom right hand corner of each banner, in a size as approved by the Director for a City affiliated, sponsored or sanctioned events.

9 GUIDELINES

9.01 The banner meets the following parameters:

- (a) The maximum amount of time the banners may remain installed is the duration of the event, plus two weekends before the event, and up to five (5) days after (weather and City staff scheduling permitting).
- (b) Access to the posts is prioritized, with City related events having first priority. Second priority is assigned to non-profit organizations. Commercial organizations in partnership with the City take third priority.
- (c) The Applicant is responsible for ensuring their banners match the hanging requirements of the lamp posts.

9.02 Banners mounted on ground-installed poles or posts have additional regulations and must comply with the City's Portable Sign Bylaw No. 22 of 2010:

- (a) The poles or posts must be installed by City staff in order to ensure underground utilities, sprinkler lines and other infrastructure are not damaged.
- (b) The Applicant will pay installation and mounting/removal costs.

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- (c) Banners removed by City staff must be claimed by the Applicant within 48 hours. The City will not store banners that have been removed, and will not be responsible for banners unclaimed after 48 hours.

9.03 Posting banners on buildings is discouraged by the City; however, some latitude may be approved if:

- (a) Installation of the banner will not damage the building or structure on which it is affixed. This includes a prohibition against drilling holes in the brick, stone, roof or other exterior finish materials of the buildings or structures.
- (b) Installation methods and details must be reviewed and approved by the Director of Community Services prior to installation. The completed installation will be inspected and approved by Community Services staff.
- (c) Banner designs must be reviewed and approved by the Director of Community Services prior to installation.
- (d) Banners will be maintained in good condition. Banners that, in the opinion of the City, have become worn, torn, soiled or otherwise defaced will be removed at the expense of the Applicant.
- (e) Historic buildings or structures deemed appropriate for architectural preservation will receive an even more rigorous screening from the Director of Community Services before posting approval will be considered.
- (f) Banners will be approved for display for a specified and limited length of time, after which they must be removed.

9.04 Requests for banners in other locations, such as on landscape features, canopies, railings, support structures, etc., is discouraged by the City, however will be considered on a case by case basis. Approval for such banners will be considered on the basis of the conditions and limitations

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listed for lamp post and/or building installations, above, as applicable, and as per the City's Portable Sign Bylaw No. 22 of 2010.

9.05 The use of banners is prohibited when the promotional campaign refers to:

- (a) The promotion of commercial, religious, or political organizations and related products and services.
- (b) The promotion of alcohol, tobacco products or gambling.
- (c) The promotion of views or ideas which are likely to promote hatred or support violence or discrimination for any person on the basis of race, national or ethnic origin, ancestry, colour, citizenship, religion, age, sex, marital status, sexual orientation, gender identity, disability, receipt of public assistance or level of literacy, or otherwise involves illegal activity.

10 INSTALLATION FEES

10.01 The fees charged for installation and removal of banners is based on cost recovery. All costs associated with the installation and removal of banners by City staff and use of City equipment are to be fully recovered through the banner installation fee.

10.02 The Community Services Department, upon completion of the banner installation, will send the Applicant an invoice by regular mail. Payment is due thirty (30) days after receipt of invoice.