

**TOWN OF
AMHERSTBURG**



POLICY: Banner Policy
SOURCE: Culture & Tourism
SECTION: Recreation, Culture & Tourism
DATE ENACTED: November 13, 2012
DATE OF AMENDMENT:

POLICY STATEMENT:

- 1.1 The purpose of this policy is to establish guidelines for the location, construction and installation of banners.
- 1.2 Banner installations are permitted for the promotion of civic, charitable or community-oriented events which are held to benefit the community at large.

PURPOSE:

- 2.1 Banner installations are not intended to be used as commercial advertising devices. However, the Town of Amherstburg recognizes that banners can be an effective means of promoting events. This policy provides specific criteria which must be met to ensure that banner installations meet the Town's expectations regarding the purpose and nature of the banner, and public safety.

SCOPE:

- 3.1 This policy applies to the placement of cross-street banners over the designated poles at Sandwich Street and North Street and Sandwich Street between Pickering and Simcoe Street and shall not be otherwise permitted to be displayed across municipally owned roads and public right-of-ways.
- 3.2 This policy does not include pole banners attached to light standards, hydro poles or specialty banner poles which are used by the Town only.
- 3.3 The Town of Amherstburg (hereinafter referred to as "Town") shall administer requests to display banners subject to the terms of and in a manner consistent with this Policy.

POLICY:

- 4.1 Banners shall be restricted to those advertising special community events or other matters which are held to benefit the community at large. This includes community festivals, events and activities.
- 4.2 Where the Town and/or Committee/Board of the Town is the organizer of the event to which the banner relates, the organizer must complete the application process but the Town and/or Committee/Board shall not be charged a fee pursuant to the Policy.

- 4.3 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.
- 4.4 There shall be no advertisements of commercial enterprise except as identified sponsors of a festival, event or activity. Recognition of corporate sponsorship, if any, shall not exceed 20% of total banner area.
- 4.5 Banners which convey a religious or political message, promote a political party or election candidate, promote tobacco use, present demeaning or derogatory portrayals of individuals or groups or contain anything which, in light of generally prevailing community standards is likely to cause deep or widespread offence, will not be permitted. Alcohol advertising will not be permitted in association with events geared to children or youth.
- 4.6 The content of each banner is to be reviewed and approved by Manager, Culture and Tourism.
- 4.7 Banners shall be purchased, paid for and owned by the Applicant. The Town will assume no responsibility for the care, maintenance or condition of the banner approved and installed/removed for display.
- 4.8 The applicant agrees to indemnify safe and 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.
- 4.9 For safety of hanging and removing banners, the banner hanging season shall be from April 15th annually to November 30th annually.
- 4.10 Banners shall be installed and removed by the Parks Department, or designate. A minimum of four (4) weeks' notice is required in order to schedule the installation or removal.
- 4.11 Banners shall meet the following construction specifications:
 - a) No longer than a dimension of 3' by 40';
 - b) Wind holes to reduce force by 10%
 - c) Grommeted holes every 2 feet top and bottom
 - d) Reinforced hems
 - e) Minimum of 13 oz. material weight.
- 4.12 The banner will not be displayed if specifications are not met.
- 4.13 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.

- 4.14 Completed applications shall be submitted to the Manager, Tourism and Culture at least four (4) weeks prior to installation.
- 4.15 Applications will be processed on a first-come, first-serve basis with the date and time it was completed. Where there is more than one such application completed simultaneously for a single or overlapping display period, negotiations with the applicants will be held in an effort to reach a mutually agreeable arrangement. Failing an agreement, the Director, Recreation, Tourism & Culture shall decide the matter.
- 4.16 An application fee in accordance with the Town's User Fee By-law shall be paid to offset the cost and maintenance of the poles, installation and removal of the banners.
- 4.17 The standard period for banner display permitted per application shall be four (4) weeks.
- 4.18 If the nature of the advertised event or activity on the banner exceeds four (4) weeks, and there is no banner scheduled to replace the banner already on display, the Town may agree to extend the display for an additional period.
- 4.19 The Town is not required to store banners when not in use. Should an organization wish to store a banner with the Town, the organization shall hold the Town harmless for any damages to the banner while being stored.
- 4.20 For those banners not being stored with the Town, organizations must pick up the banner from the same location within one (1) week of the banner being removed.
- 4.21 If in the sole opinion of the Supervisor, Horticulture a banner becomes significantly torn, damaged or detached from the pole, the banner shall be removed immediately. The Town accepts no responsibility for damages done to banners how so ever caused.

PROCEDURE:

- 5.1 Applicants must complete the Banner Application Form (Schedule "A" attached).
- 5.2 Completed applications shall be submitted to the Manager, Tourism and Culture at least four (4) weeks prior to installation.
- 5.3 Applications must be accompanied by a Certificate of Insurance naming the Corporation of the Town of Amherstburg as an additional named insured on their policy of insurance in the amount of Two Million (\$2,000,000) Dollars.
- 5.4 The Manager, Culture and Tourism will circulate the completed application to municipal departments, as required and subject to receiving no concerns or recommendations opposing the approval of the application, the Manager, Culture and Tourism may approve the banner application.

CONSEQUENCES:

- 6.1 Adherence to this Policy assures banners are displayed in a manner that will ensure the safety of vehicles and pedestrians using the street.
- 6.2 Banners installed without approval or fail to meet the requirements of this Policy will be removed immediately without notice.



271 SANDWICH STREET S
 AMHERSTBURG, ON
 N9V 2A5
 TEL: (519) 736-0012
www.amherstburg.ca

BANNER INSTALLATION APPLICATION FORM

Date of Application: _____
 (YY/MM/DD)

Organization Name: _____

Name of Applicant: _____

Address: _____

Contact Tel: _____ **Email:** _____

Description of Banner: _____

Preferred Location of Banner (Subject to availability at time of booking)

- North end of Town at McDonalds and General Amherst High School
- South end of Town at Canadian Tire and the Wesley United Church

Specifications of Banner: Banners must conform to these specifications:

- ✓ No longer than a dimension of 3' by 40'
- ✓ Wind holes to reduce force by 10%
- ✓ Grommeted holes every 2 feet top and bottom
- ✓ Reinforced hems
- ✓ Minimum of 13 oz. material weight.

Date of Banner to be Erected: _____
 (YY/MM/DD)

Date of Banner to be Removed: _____
 (YY/MM/DD)

Install date and tear down times may be delayed due to weather or staffing conditions

- Banner will be picked up within one week of date to be removed
- Banner be stored with the Town - Applicant acknowledges that the Town is not responsible for the banner, or any damages to the banner while being stored with the Town of Amherstburg at the Visitors Centre located at 116 Sandwich Street North.

The applicant hereby agrees to all conditions as shown herein and on the reverse side of this application as set out in the Town of Amherstburg Banner Policy as approved on November 13, 2012.

 Name and Title of Applicant

 Signature of Applicant

Office Use

Date Application Received: _____ Date Banner Received: _____

Date Approved: _____ Fee Received: (\$100.00) _____

Insurance Certificate Received and kept on file with application Yes _____ No _____

The personal information on this form is collected under the authority of the Municipal Act, as amended. The information is used for the purpose of processing this application and administering the legislation. Questions regarding the collection of this information should be directed to the Town Clerk at bpercyc@amherstburg.ca

- Applicants submit a completed Banner Application Form together with \$100.00 fee payable to the Town of Amherstburg
 - Completed applications shall be submitted to the Manager, Tourism and Culture at least four (4) weeks prior to installation.
 - Applications must be accompanied by a Certificate of Insurance naming the Corporation of the Town of Amherstburg as an additional insured on their policy of insurance in the amount of Two Million (\$2,000,000) Dollars.
 - The Manager, Culture and Tourism will circulate the completed application to municipal departments, as required and subject to receiving no concerns or recommendations opposing the approval of the application, the Manager, Culture and Tourism may approve the banner application.
 - Banners shall be restricted to those advertising special community events or other matters which are held to benefit the community at large. This includes community festivals, events and activities.
 - There shall be no advertisements of commercial enterprise except as identified sponsors of a festival, event or activity. Recognition of corporate sponsorship, if any, shall not exceed 20% of total banner area.
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 - A minimum of four (4) weeks' notice is required in order to schedule the installation or removal
 - 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 event
 - If the nature of the advertised event or activity on the banner exceeds four (4) weeks, and there is no banner scheduled to replace the banner already on display, the Town may agree to extend the display for an additional period
 - If in the sole opinion of the Supervisor, Horticulture a banner becomes significantly torn, damaged or detached from the pole, the banner shall be removed immediately.
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