

# Street Light Banner Policy for the City of Moose Jaw

## CITY OF MOOSE JAW

<b>POLICY:</b> <b>Street Light Banner Policy</b>	<b>EFFECTIVE DATE:</b> <b>May 13, 2019</b>
<b>SECTION:</b> <b>PARKS AND RECREATION</b>	<b>APPROVED BY</b> <b>Council Resolution # 183</b>

### 1. **Purpose:**

1.1 The City of Moose Jaws Street Light Banner Policy is designed to allow eligible applicants the opportunity to place banners on the City's street light 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 activities and events held within the City.

### 2. **Definitions:**

2.1 The City – means the City of Moose Jaw, its departments and staff.

2.2 Director – the Director of Parks & Recreation or his/her designate.

2.3 Light Post Banner – a decorative banner that is temporarily installed for a pre-determined amount of time on a specified street light post.

2.4 Cross Street Banner - a light weight decorative banner suspended across a right-of-way used to advertise a public event.

2.5 Special Event – an event where many people are brought together to watch or participate, occurring for a limited or fixed duration that impacts the community as a whole. Activities that are part of a regular series or

subscription are not deemed Special Events, unless they are an atypical activity outside the ordinary (e.g. a regular scheduled sporting event is not a Special Event, but a large tournament is a Special Event.)

2.6 Street Light Banner Application Form – an application form available from the City's Parks and Recreation Department which is used to submit a request to hang light post or cross street banners.

### **3. Policy:**

#### 3.1 General Principles:

a) The City supports the use of street light banners and has established standards in order to protect City buildings and property from possible damage, to ensure the safety and security of residents and visitors to the City, to protect and enhance the visual aesthetics and environment of the City and to support the City's overall brand and message.

b) Street light banners may be installed for two (2) weeks prior to an event, the duration of the event, and up to five (5) days after the event. (weather and City staff scheduling permitting)

c) Access to the street lights is prioritized as follows:

i) 1<sup>st</sup> Priority – City Events

ii) 2<sup>nd</sup> Priority – Annual events requesting the same dates and locations

iii) 3<sup>rd</sup> Priority – Size of the event

#### 3.2 Eligibility:

a) To be eligible for the Street Light Banner Policy, the applicant must meet at least one (1) of the following criteria:

i) Be affiliated with a non-profit organization;

- ii) Represent a "special event" wherein the intention is to attract visitors to the City; or
- iii) Represent an event that is considered to be sponsored by the City.

3.3 Scope:

- a) All requests to install banners on street light posts within the City must be approved by the Director of Parks and Recreation.
- b) A Street Light Banner Application Form must be completed and submitted to the Parks and Recreation Department for approval four (4) weeks prior to an event and shall include, but not limited to, the following:
  - i) Applicant information;
  - ii) Event details;
  - iii) Locations being requested;
  - iv) Concept design; and
  - v) Other pertinent information related to the proposed banners to be placed
- c) The use of banners is prohibited when the promotional campaign refers to:
  - i) The promotion of commercial, religious, or political organizations and related products and services.
  - ii) The promotion of alcohol, tobacco, cannabis products or gambling.
  - iii) The promotion of views or ideas which are likely to promote hatred or support violence or discrimination for any person.
- d) The City reserves the right to remove street light banners at any time and for any reason.

3.4 Process

a) The street light banner request is initiated by an eligible applicant and the following steps for implementation are to be followed:

Step 1: A Street Light Banner Application Form is completed in full and submitted by an eligible applicant to the Parks & Recreation Department.

Step 2: If required, the applicant will meet 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 reviews the application and makes a decision, a letter will be forwarded notifying the applicant of their approval or denial.

Step 4: If approved, the applicant shall have banners manufactured to meet the minimum specifications. (as described in section 3.5 c) below)

Step 5: Upon receipt of banners, the applicant shall notify the Parks & Recreation Department that the banners are ready to be delivered and make arrangements accordingly.

Step 6: Parks & Recreation staff shall install/remove banners according to this Policy and the approved application.

### 3.5 Design Criteria:

- a) The City will identify the available street light banner locations on a map attached to the application form.
- b) Banner designs, artwork and content must promote events, programs or activities within the City. A sample banner design must be attached to the Application and is subject to approval by the Director.

- c) The following are mandatory design requirements for all banners:
  - i) Banners shall be 15oz. double sided vinyl mesh, c/w 3" dowel pocket at the top and bottom with reinforced grommets on the inboard corners.
  - ii) Banners must have the design printed on both sides.
  - iii) Banners must be rectangular in shape.
  - iv) Size of banner must be 30" wide by 64" high.
  - v) Banners must meet the hanging requirements of the existing street light banner brackets.
  
- d) Banners will only be approved on the following basis:
  - i) The design broadly reflects the City's overall brand identity and includes an easily legible official logo.
  - ii) The artwork and design is approved in advance.
  - iii) The banners are in good condition.
  - iv) The applicant adheres to the timelines indicated in this Policy.
  - v) For City sponsored events, the City's logo must be included in the bottom right hand corner of each banner, in a size as approved by the Director.
  
- e) The copyright of banner artwork and production is the responsibility of the applicant. The City of Moose Jaw takes no responsibility for any copyright issues.

### 3.6 Installation Fees:

- a) The fees charged for installation and removal of the 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 covered through a banner installation fee.

- b) The Parks & Recreation 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.

**4. Responsibilities:**

4.1 City Council – is responsible for:

- a) Approval of the policy and all amendments.
- b) Approval of Light Post Banner Application that may be controversial in nature.

4.2 Director of Parks and Recreation – is responsible for:

- a) Assessing and approving all applications.
- b) Ensuring compliance with this policy.