	MUNICIPAL SERVICES Streetlight Banner Policy	
Policy #: MS-018	Issued: November 26, 2019	Reviewed/Revised: 1
Prepared By: Shaun Martinho Public Works Manager	Reviewed By: Andrew Plancke Director of Municipal Services	Approved By: Council

1.0 PURPOSE

The Town recognises the benefit of a limited number of Streetlight Banners to promote business improvement areas, special events, and activities consistent with the purpose and values of the Town of Kingsville. The installation of Streetlight Banners enhances the public realm and compliments the surrounding neighbourhood, thereby contributing to the overall quality of life in the community and enhancing the visitor experience. The purpose of this policy is to guide the design, approval, installation, and maintenance of Streetlight Pole Banners to ensure a consistent process for interested community groups.

2.0 SCOPE

This policy applies to the design, approval, installation, maintenance and removal of Streetlight Banners placed on street poles located in Town of Kingsville right-of-way as identified in schedule C.

3.0 DEFINITIONS

- 3.1 **Special Event or Activity** is a one-time or infrequently occurring event and is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience and are those activities that, in the opinion of the CAO or designate, have an identifiable community benefit and are consistent with the values and purpose of the Town of Kingsville.
- 3.2 **Streetlight Pole Banner or Banner** means a sign constructed of a pliable material, which is typically installed on a street pole on a temporary basis.
- 3.3 **Community Organization** is a charitable group, non-profit, or government organization that may be interested in implementing a Banner project.

4.0 REFERENCE DOCUMENTS

Schedule A- Street Pole Banner Application Form

Schedule B- Banner Design Criteria

Schedule C- Authorized Banner Locations

5.0 RESPONSIBILITIES

- 5.1 The Municipal Services Department is responsible for accepting and processing Streetlight Banner Applications.
- 5.2 To ensure the initiative is in keeping with the Towns core values all applications will be reviewed by senior administration and brought to Council for approval.
- 5.3 Community Organizations are responsible for designing, purchasing, and storing their Street Pole Banners.
- 5.4 The Public Works Department will be responsible for the installation, maintenance, and removal of Banners in the locations specified in Schedule C.

6.0 PROCEDURE

- 6.1 Design and Approval
 - a) A Street Pole Banner Application must be obtained from the Town of Kingsville Municipal Services Department and submitted no less than 60 days prior to the installation date. The application form must include:
 - A description of the Special Event including the purpose of the event and an explanation of the events benefit to the community.
 - A description of the organization including their intended purpose for pursuing the Banner project.
 - Contact information for the group and/or the individual assigned to the Banner project.
 - The proposed Banner design including colours text, and graphic content.
 - The Banner material, preferred installation and removal dates, locations, and production details.
 - b) A onetime \$250.00 application fee will be charged for banner programs. If the banner initiative is deemed to have cultural significance, fees may be waived at Council's discretion.
 - c) Installations may be permitted for the promotion of civic, charitable or community-oriented events, which are held to benefit the community at large, affiliated community groups, registered charity's or other similar non-for-profit groups. Banners shall be designed to compliment the natural aesthetic of the

municipality and the surrounding environment. Design Guidelines are included in Schedule B.

- d) No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, no more than 25 percent of each banner area shall be used for the name and logo of the sponsor.
- e) One banner design per event or activity may be hung for a maximum of thirty (30) days. Requests for extension may be made in writing to the attention of the Municipal Services Department.
- f) Town Council must approve final Banner designs prior to production and installation. See schedule B for design guidelines.
- g) Banner approvals are not guaranteed. In the case of multiple applications for the same date, preference will be given on a first-come first-serve basis.
- h) Banners may be removed prior to completion of the authorized installation without prior notice at the discretion of the Director of Municipal Services or his designate.
- i) The number of Banners that may be installed is dependent on the proposed location of the Banners and subject to approval by the Director of Municipal Services or his designate. Authorized Banner locations are identified in Schedule C.

6.2 Installation, Maintenance, and Removal

- a) Banners may only be installed, maintained, or removed by Town of Kingsville Public Works personnel.
- b) Banners are to be provided to the Town in the correct size and in ready-to-install condition. Banners that fail to meet the size and installation specifications may result in the cancellation of the installation.
- c) All Banners should be delivered to the Town of Kingsville Municipal Services Department at least two business days prior to the installation date. Failure to meet the delivery deadline may result in cancellation of the installation.
- d) The date and time of installation shall be at the discretion of Municipal Services Department and is based on workload, weather restrictions, staff resources, and equipment availability.
- e) Specific Streetlight Pole Banner locations shall be chosen at the discretion of the Municipal Services Department to ensure operational efficiency during installation.

- f) Banners are to be picked up within seven days of being removed. The Town of Kingsville assumes no responsibility for Banners that are not picked up within the specified time.

6.3 Liability

The applicant shall agree to assume full liability and indemnify the Town of Kingsville for damage to persons or property arising from the display, installation, maintenance, or removal of the Banners and provide proof of insurance.

7.0 REVIEW/REVISIONS

No.	Revision Details (incl. provision #)	Revision By	Date
1.			
2.			
3.			

Questions about this policy should be referred to the Director of Municipal Services.



2021 Division Road North
Kingsville, Ontario N9Y 2Y9
Phone: (519) 733-2305
www.kingsville.ca
kingsvilleworks@kingsville.ca

Schedule A Street Pole Banner Application Form

Contact Information

Name of Group:

Address:

Phone:

Email:

Organization or Group Information

Name of Event (if applicable):

Describe how your organization or event serves or benefits the community of Kingsville:

Banner Information

What is the purpose of the banners?

How many banners would you like to hang?

Location (please check): Ruthven Cottam Kingsville All

Describe your proposed banner design (colours, text and graphic content):

Attach a .pdf or jpeg image of your proposed banner design.

Applicant Consent

By signing this application form, the organization or group acknowledges that the Street Pole Banners are installed in April and removed after Labour Day annually.

Applicant Signature:



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Kingsville, Ontario N9Y 2Y9
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Schedule B – Design Guidelines

The following guidelines are for reference purposes only. The Town of Kingsville must approve all designs and specifications prior to production.

Materials

Materials should be selected for durability and dimensional stability. Acceptable Streetlight Banner materials include:

- 200 Denier Nylon Fabric
- Vinyl
- A material sample shall be provided upon request of the Manger of Public Works

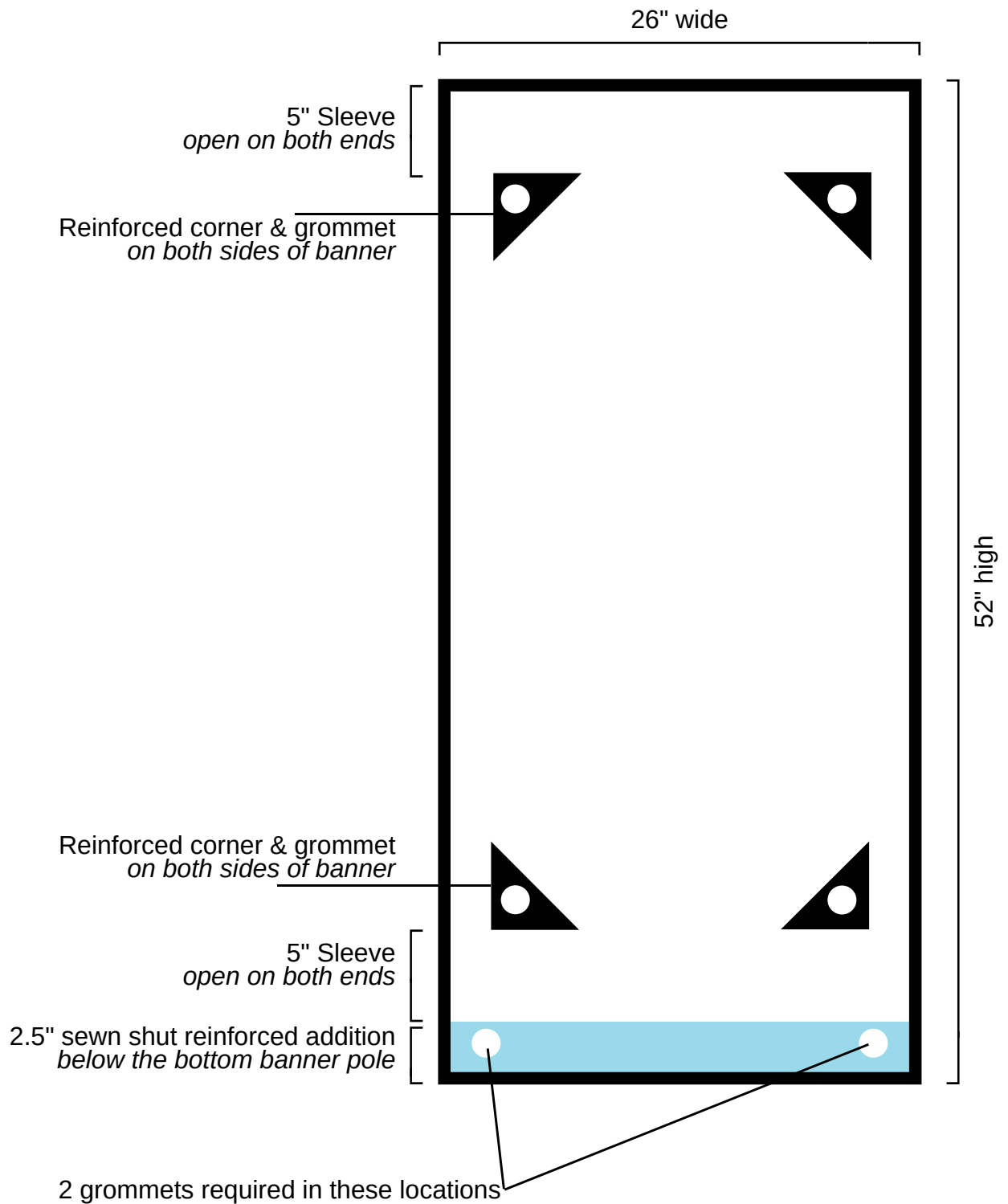
Colours

- Vinyl and contrasting colours are preferred with enough value (light and dark) separation to provide reasonable legibility under low lighting conditions. Colour pigments or dyes should be selected for exterior applications and be resistant to fading or colour bleeding.
- Colours should be bold and able to stand out when viewed at a distance
- Colour schemes should be indicative of the season/period of the year
- Fewer colours per design are preferred. Most designs can be represented in two to three colours.

Graphics/Streetlight Banner Content

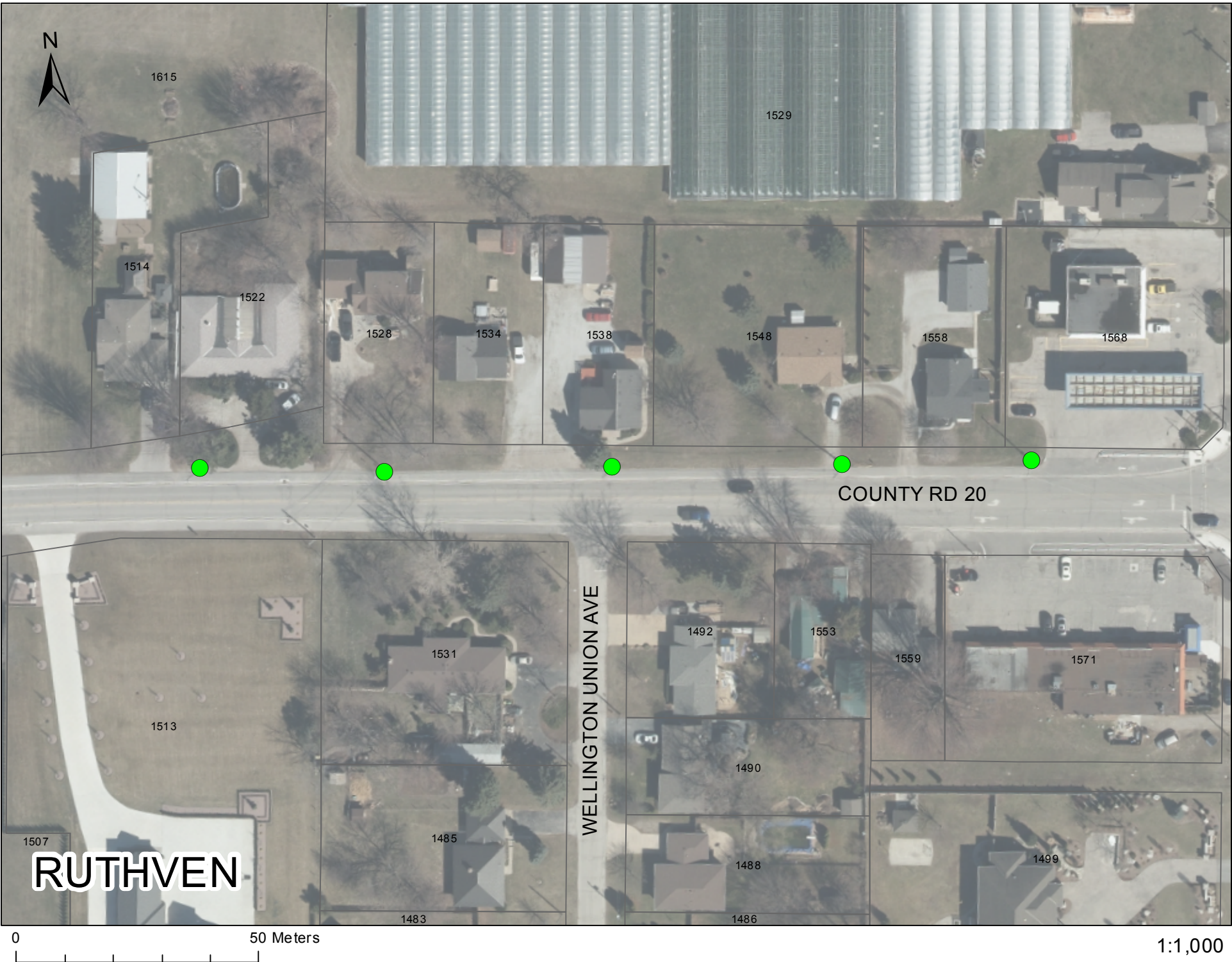
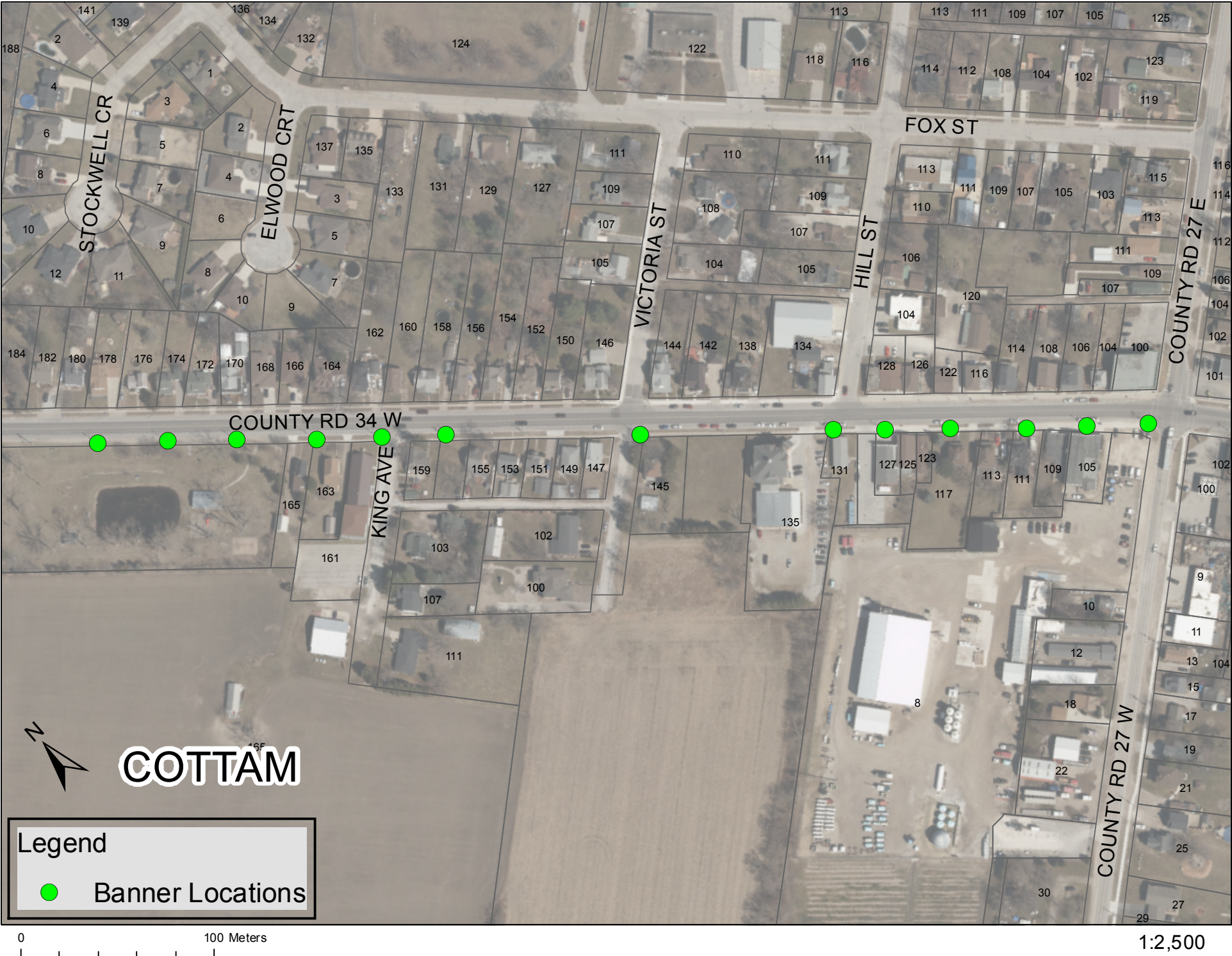
Streetlight Banner content should graphically convey the message of the event or its purpose in a simple manner using bold colours and a minimum number of images and text so as to inform the public of the event and avoid visual confusion.

- Text shown must be of legible size for easy readability at a distance (i.e. not less than 3 inches in height for lower case letters (depending on font style).
- No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, no more than ¼ of the surface of each face of the Streetlight Banner area shall be used for the name and logo on the sponsor.
- Title blocks and lettering should be kept to a minimum.
- Streetlight Banner content shall be subject to review and approval.



Schedule C: Banner Pole Locations

Cottam / Ruthven Banner Locations



Kingsville Centre Banner Locations



Legend

- Banner Locations
- Street Center

0 500 Meters

1:6,800