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Date: October 22, 2019
To: Mayor and Council
Author: Shaun Martinho, Manager of Public Works
RE: Endorsement of Streetlight Banner Policy
Report No.: MS2019- 45

AIM

To obtain councils endorsement of policy MS-018 Streetlight Banner Policy

BACKGROUND

In 2019, the Municipal Service Department noticed an increase in demand for banner installations throughout Kingsville. User groups such as the BIA, Jack Miners Bird Sanctuary, and the Salute to Veteran's Committee have all inquired about the department's ability to support additional banner projects. In an effort to accommodate these requests, the Pubic Work Department completed an inventory of suitable pole locations throughout Kingsville.

To help facilitate these installations the Main Street Revitalization Fund was used to purchase ninety (90) new banner bracket arms. Public Works has worked diligently to install them throughout Kingsville, Ruthven and Cottam. To maintain operational efficiency and provide a consistent level of service, a policy has been drafted to set minimum requirements for banner installations.

DISCUSSION

As stated within the policy, the Municipal Services Department recognizes the benefit of a limited number of Street Light Banners to promote business improvement areas, special events, and activities consistent with the purpose and values of the Town of Kingsville.

The policy is designed to serve the following functions:

- 1) To establish a standard banner size that is suitable to the banner bracket arms installed on the poles.

- 2) To establish a review procedure for the approval of banner concepts to ensure they are in keeping with the core values and culture of the Town of Kingsville
- 3) To specify the number and location of streetlights that are available for banner placement.
- 4) To specify minimum and maximum times for pole placements.
- 5) To indemnify the Town for damage to persons or property arising from banner installations and require proof of insurance.

An application form has been created and is included as part of the policy. All new applications will be screened by Senior Administration and brought to Council for approval.

LINK TO STRATEGIC PLAN

Effectively manage corporate resources and maximize performance in day-to-day operations.

FINANCIAL CONSIDERATIONS

As part of *By-law, 28-2019 Being a By-law to impose fees and charges by The Corporation of the Town of Kingsville* there is a \$50.00 fee for Over the Road Banner installations. To reflect the true cost of processing banner applications, Municipal Services is proposing this fee be reclassified for General Banner Installations and be set at \$250.00. All current banner programs would be exempt from this onetime application fee.

CONSULTATIONS

Municipal Services Department
Senior Administrative Team

RECOMMENDATION

That council endorse policy MS 2019-18 regulating the design, approval, installation, and maintenance of streetlight banners with the goal of providing efficient and consistent services to interested community groups.

Shaun Martinho

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