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Date: January 6, 2020
To: Mayor and Council
Author: Shaun Martinho, Manager of Public Works
RE: Kingsville Banner Policy
Report No.: MS2020- 02

AIM

To obtain Council endorsement of policy MS-018 Kingsville Banner Policy.

BACKGROUND

On November 25, 2019 the first draft of MS-018 The Kingsville Banner Policy was presented to Council for consideration. After receiving the report, the following motion was made:

589-2019

Moved By Deputy Mayor Gord Queen

Seconded By Councillor Tony Gaffan

That Council receives the Report of Manager of Public Works S. Martinho dated October 22, 2019 RE: Proposed Streetlight Banner Policy; that Council directs Administration to obtain feedback from the Kingsville BIA in regard to the said Policy; and further, that Council directs Administration to bring back a Report within ninety (90) days.

At this meeting, several improvements were recommended and subsequently incorporated into the policy:

- That existing banner programs have precedence over new applicants.
- Incorporating over-the-road banners into the policy.
- Updating the fee schedule, with the goal of full cost recovery.

At the December 9, 2019 Regular Meeting of Council, delegates from the Veteran Banner Committee made several requests for additional modifications to the policy. A summary of their recommendations can be found in Appendix A.

DISCUSSION

The revised policy was circulated to the BIA on February 18, 2020 and presented to the board on March 11, 2020 (Appendix B). They had no concerns or suggestions regarding the policy as written.

A summary of the suggested changes proposed by the Salute to Veterans Committee and comments from the Municipal Services Department are as follows:

- 1) Over the next four years, the committee is requesting a substantial increase in the number of banners, growing the program from 100 to 160 locations. In addition, they are requesting that Municipal Services devote the time and resources to procure, install, and maintain these new acquisitions.

The original request made to Council was for the installation of 70 banners throughout Kingsville. Due to increasing demand, Municipal Services facilitated an additional 30 banner locations in 2019. Staffing levels in Public Works have not changed since amalgamation took place in 1999. Therefore, when adding a new service it is important to consider how it will affect current operations. For example, the first snow event in 2019 occurred on November 10. At this time, two (2) trucks were not winter ready and facility parking lots had to be contracted out at a cost of \$2200.00.

The fall is typically a busy time of year for Public Works. Staff are helping with events, decorating the downtown, street sweeping, preparing the fleet for winter, and maintaining Kingsville's road network. A prudent and measured approach needs to be taken in an effort to minimize the disruption of existing operations. Municipal Services is committed to reviewing and updating this policy biannually to determine if there is capacity for future expansion. However, the recommendations of the committee exceed our current resources and capabilities.

- 2) That the Veteran Banner Program be excluded from the provisions of this policy and given "Special Status" to receive priority over other user groups, as well as 80% of the banner space.

There are many competing interests in downtown Kingsville and careful consideration went into the decision to limit banner programs to 30 days. Logistically, this timeline minimizes impact to daily operations by overlapping activities. For example, when Public Works is installing the winter snowflakes, they are removing banners simultaneously.

In addition, all of the required material, resources, and equipment needed to implement this service were purchased through taxation. This includes the aerial bucket truck, the banner bracket arms, and all of the required hardware. All user groups that wish to implement a banner program should have access to the banner space. The policy was designed to give an equal opportunity to all interested community groups.

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. This fee would be revised to reflect the true cost of processing banner applications and installing banners. Municipal Services is proposing a \$250.00 administrative fee and a \$40.00 per banner installation fee for all banner types. It should be noted that if the banner initiative is deemed to have significant municipal interest, fees can be waived at Councils discretion.

A breakdown of the costs associated with this program are as follows:

- A truck equipped with an aerial man lift was purchased for \$151,249.39.
- Eighty-five (85) new banner bracket arms were purchased using the Main Street Revitalization Fund for \$13,612.23.
- Miscellaneous hardware, fuel costs, and wear and tear have not been incorporated into the fee.
- Based on the length of time it took to remove the banners and staff feedback, it takes approximately 100 person-hours to implement the Veteran Banner Project. This equates to approximately \$4000.00 per year in labour costs.

CONSULTATIONS

Town of Kingsville's BIA
Town of Kingsville's Senior Management Team

RECOMMENDATION

That Council adopts Policy #MS-018, being the Banner Policy, regulating the design, approval, installation, and maintenance of banners.

Respectfully Submitted,

Shaun Martinho

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Public Works Manager

G.A. Plancke

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Director of Municipal Services