



The Corporation of the Township of North Kawartha
PO Box 550, 280 Burleigh Street
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Policy Name: Policy to Govern the Display of Banners	Corporate Policy
Date Approved: June 18, 2013	By-law Number: 58/13
Author: Clerk and Receptionist	Revision Date:
Review Date: n/a	Related Legislation and Policy: Policy to Govern the Use of Electronic Information Sign
Coverage: Not for Profit Groups & Community Based Organizations	Page (1 of 6)

Policy Statement

The Township of North Kawartha supports local community efforts to retain cultural heritage, promote pride of place and enhance community spirit. It is in the best interest of the Township to enhance the quality of life within the community by supporting the activities of Not for Profit and Community based organizations. One of the ways this can be done is through promotion of their various events by permitting over street banners and pole banners to be erected and displayed within the Township.

Purpose

It is the intent of this policy to establish a uniform guide, procedure and fee structure for the erection and display of over street banners and pole banners. This policy will establish criteria with regards to the banner locations, construction, style, size, display duration, installation and removal of over street banners and pole banners within the Township of North Kawartha.

Scope

This policy applies to Not for Profit groups and Community based organizations within the Township of North Kawartha that wish to promote festivals, celebrations and events that are for the betterment of the North Kawartha Community. This policy applies to the erection of over street banners where the Township has installed the proper support poles and pole banners that are secured on designated light standards within the Township.

Pole Banners will be displayed on available light standards on Burleigh Street and Wellington Street. In total there are 20 light standard locations throughout the Township that are equipped to display pole banners, however, half of these locations including Glen Alda and Wilson Park, have been reserved for Township purposes and will have



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flower baskets and pole banners displayed on behalf of the Township. The Municipality has priority status and shall pre-empt all other displays should the need arise. The Municipality reserves the right to determine banner priority, display time and display location.

Definitions

Over Street Banner shall mean a banner sign which extends across a right of way and is installed on special poles within the boulevard.

Pole Banner shall mean a promotional device made of a non rigid material that is attached to light standards, hydro poles or specialty banner poles.

Not for Profit or Community Based Organizations shall mean any community, charitable or not for profit group within the municipality.

Light Standard shall mean a light pole with appropriate hangers and clasps for hanging pole banners.

Procedure

1. A 'Request for Installation of Banner' form must be completed and submitted to the Municipal Office at least three weeks prior to the desired installation date. Requests will be on a first come first served basis.
2. Drawings indicating banner material, measurements, text, colours and graphics must accompany the application.
3. If applicable, the fee must accompany the application.
4. Each group is permitted to have a maximum of ten (10) pole banners or one (1) over street banner at no charge per calendar year.
5. Installation and removal of banners shall be the responsibility of Municipal Staff.
6. Allocation of space will be on a first come first served basis based on availability. Space will be provided on a monthly basis. Additional time may be granted up to a maximum of four weeks provided there are no other requests.
7. Over Street Banners and Pole Banners shall be installed upon approval of the 'Request for Installation of Banner' form and upon receipt of the associated fee if applicable. The application and fee shall be submitted to the Municipal Office, 280 Burleigh Street, Apsley.



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8. The Chief Administrative Officer or alternate will grant the final approval upon receipt of application and fee within ten working days of receipt. In the event that the application does not comply with specifications or other parts of this policy, and/or the space is not available, the application fee will be fully refunded.
9. Messages on the banner must be appropriate for a general audience. Decisions regarding the appropriateness of the message will be at the sole discretion of the Chief Administrative Officer or designate. Banners relating to any commercial enterprise, political party or election campaign will not be accepted.
10. The banner must meet all specifications set out by the Township of North Kawartha on the attached form. Any banner not found to be in good condition will not be installed. Determination as to whether or not a banner is suitable for installation shall rest with the Chief Administrative Officer or designate whose decision shall be final. Any application which is refused on these grounds shall have the fees refunded.
11. The banner must be delivered to the Fire Department Headquarters at 10193 Highway # 28 or the Municipal Office a minimum of one week prior to the requested date of installation.
12. The banner must be picked up at the location where it was dropped off within five working days of removal. Unclaimed banners will be disposed of by the Township. The Township will not be held responsible for banners not picked up within this time frame.
13. The Township of North Kawartha will not assume responsibility for lost or stolen banners or for any damages done to the banner however caused.
14. Banner display requests not meeting the parameters of this policy shall require Council approval.

Fee Structure

Each organization is permitted either a pole (10 poles) or over street banner installation per calendar year at no charge. Subsequent installations or locations per calendar year will require a fee of \$50 payable in advance of installation.

Where any extension of time is granted, no additional charge will apply. The rationale for having a fee is to cover the cost of travel and manpower that it will take to install and remove the banners. Any application that is refused on the grounds that the banner is not in suitable condition will have fees refunded.



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Exclusions

Large fabric or plastic banners shall not be affixed to the exterior of any Municipal buildings with screws or other hardware.

“signature of CAO”

Connie Parent, Acting Chief Administrative Officer



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Banner Criteria

It is recommended that organizations provide the banner size, design and material prior to ordering to ensure the banner is acceptable to the Municipality.

Banner display requests not meeting the parameters of this policy shall require approval of Council.

Pole Banners

Size: 60 Inches by 28 Inches

Heading: Top Sleeve and Grommets

Over Street Banners

Over Street Banner Specifications

Size: The banners will not exceed 24 ft. in length and 24" in width.

Rope Tunnel: Rope tunnels will be provided at the top and bottom of the banner. Such tunnels will be securely sewn to the banner and of sufficient size to accommodate a minimum 3/8" diameter poly or nylon rope. The rope must be attached to the banner ready for installation.

Brass eyelets will be sewn into the perimeter of the banner, approximately every 3 ft.

Material: Banner material will be one ply eighteen ounce polar flex vinyl or approved equal.

Wind Openings: Half moon openings to reduce wind loading will be provided throughout the face of the banner.

Final approval of banner specifications, material etc., must be obtained from the Chief Administrative Officer



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Request for Installation of Banner

Group/Organization Name:

Contact Name:

Address:

Phone Number:

Fax Number:

Email:

Event:

Event Date:

Brief Description of Event:

Banner Type (Over Street or Pole Banner):

Banner Location:

Banner Message:

Date Banner to be installed:

Date Banner to be removed:

Banner Size

Height:

Length:

Applicant Signature:

Approvals: