

2021 Downtown Banff Pedestrian Zone Guidelines – Retail Operators

Timeline: Setup starting April 30, opening Saturday, May 1. Ending Sunday, September 19, 2021 (projected). Operating hours from 7am to 10pm, 7 days a week.

Scope: 100 and 200 blocks of Banff Avenue and portions of Caribou and Wolf Street.



Application Process

Applicants must submit a completed Outdoor Merchandising Application form, with proposed layout and furniture plan to Planning and Development. The application form can be found [here](#), and **should be submitted by May 14, 2021**. The application will be reviewed and a temporary permit issued if it meets Town and AHS requirements.

Prior to applying, we encourage retail operators to first contact building owners to discuss the availability of street space. Restaurants (including second storey and basement tenants) were given first opportunity and priority to apply for space on Banff Avenue. All applications require the signature and permission of the building owner.

A flat fee of \$200 per merchandising display will be charged in accordance with the Fees and Charges Bylaw for Outdoor Merchandising.

Space Allocation

As businesses were notified by email on November 30, 2020, a review of the pedestrian zone was brought to Council where it was decided that to maximize the public experience of the pedestrian zone, a priority approach is being employed to allocate space on the public street for business use:

1st Priority - At-grade food and beverage operators will be given first priority and are permitted to occupy the outside driving lane and layby for the width of their business frontage, with an optional extra 25% width with the adjacent property owner's permission where available.

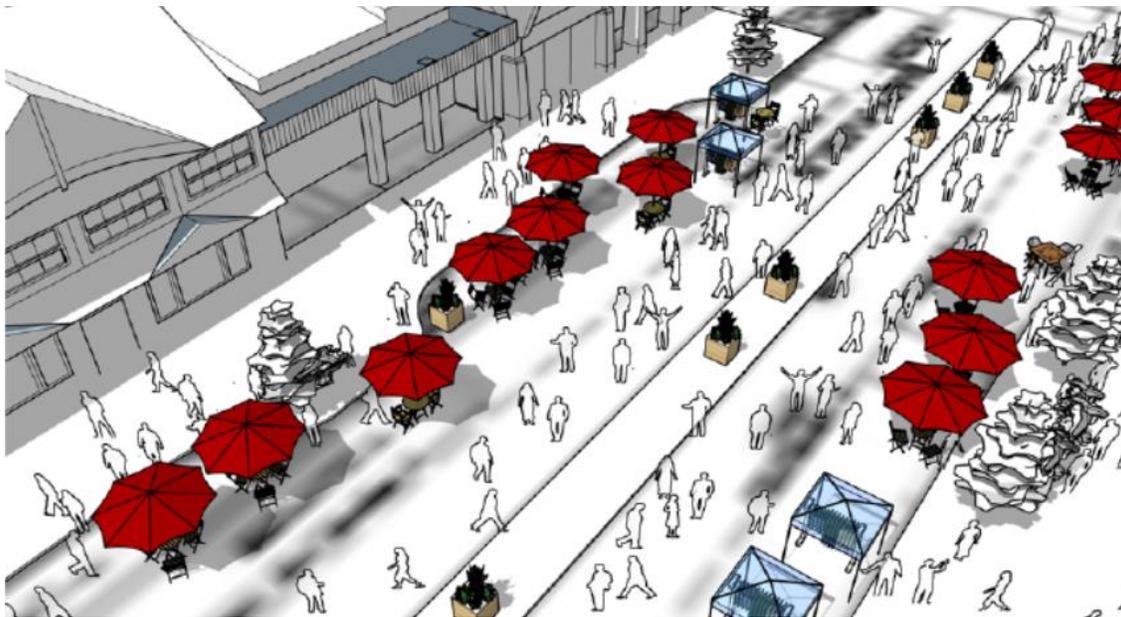
2nd Priority - Second storey and basement level food and beverage operators will be given second priority to occupy street frontages not utilized by at-grade food and beverage operators, including retail store frontages.

3rd Priority – At-grade retail stores will be permitted a maximum 10’ x 10’ space, if the space is not utilized by food and beverage operators.

Based on the above, retailers with at-grade business frontage are eligible to occupy a maximum 10’ x 10’ space in front of their building unless otherwise allocated to a food and beverage operator, or required for transit stops, pedestrian access, or circulation.

Please note the revised configuration of Banff Avenue this year as shown on the image below. The major changes are:

- One traffic lane will be kept clear for pedestrian access of both the East and West sides of Banff Avenue with Business limited to the outside (curb) driving lanes and parking laybys. The inside driving lanes will be for pedestrian, cyclists and ROAM transit.
- ROAM Transit will be operating in the east inside driving lane (maximum speed of 5km/hr).
- Cyclists will be permitted within the pedestrian zone.



Configuration of Banff Avenue – business space in outside driving lanes, inside lanes for pedestrian, cycle, and transit movement

Design Standards

Furnishings must follow the Town of Banff Design Guidelines and Alberta Health Services requirements.

Weather Protection:

- Acceptable weather protection is limited to a single maximum size 10’ x 10’ tent, with no sides or walls, or a free standing single-support umbrella.

- Tents should utilize neutral and muted colours (ie: no bright colours).
- Tent canopies may include business branding, but may not include any third party branding.
- Anchoring and tent supports must be discreet, contained within the 10' x 10' area and not create a tripping hazard.

Furnishings

- Retail displays and furnishings should adhere to a high-quality rustic design standard, and include natural materials and other decorative elements where possible (wood, landscaping, table coverings, etc.)
- Flowers and landscape planters are encouraged to improve the appearance of retail displays;
- All displays are required to be under the care and control of the respective business (staffed and monitored) and comply with AHS requirements for cleaning.



Flowers and rustic decorative elements encouraged

Props, Vehicles, Carts, and Alternative Displays

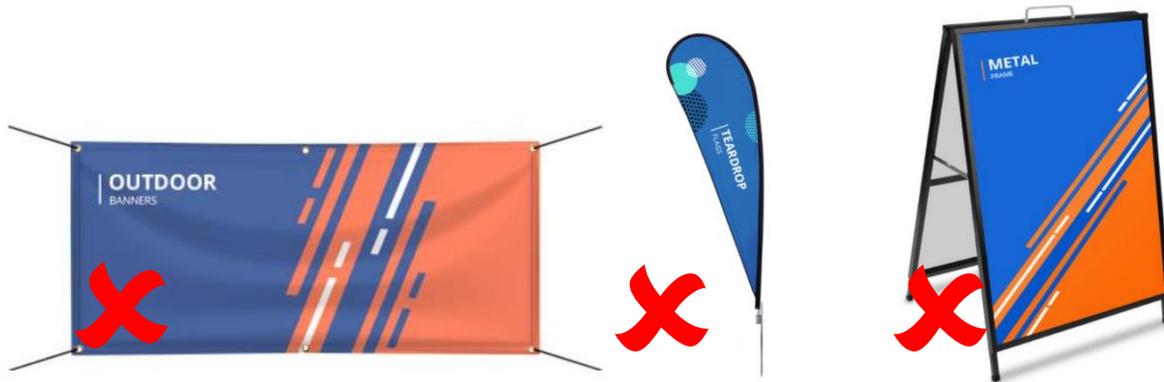
- Any props, vehicles, carts, and alternative displays must fit within a 10' x 10' area, and will be considered by the Town of Banff on a case-by-case basis. Priority will be given to public safety and pedestrian movement.



Carts and displays to fit within 10x10' area.

Signage

- Signage must be limited to a maximum of 0.6 m² per business, and must be incorporated into the furniture (tent canopy, table covering, etc.)
- No third-party branding is permitted;
- Signs should be coordinated with those of the principal business.
- Signs that are not expressly permitted in the Land Use Bylaw are prohibited including flashing, intermittent, animated and scintillating lights, or chasing borders, letters, symbols, or movement of any kind; the advertisement of a specific brand of product unless the brand of product is also the name of the business; backlit signs, balloon signs, billboard signs, roof signs, sandwich board signs and neon signs.
- Free-standing, sandwich boards, banners, and flag signage are not permitted. **An applicant can request one pre-made temporary free-standing sign from the Town of Banff.** This sign includes Public Health messaging with space for business information.
- Under no circumstances shall the use of paint or any other permanent markings be used on a public street or sidewalk.



Banners, flags, and A-frames not permitted



Maximum 0.6m² store branding included in tent canopy

Lighting and Music

- Electricity for lighting or point of sale may be obtained on request through street light infrastructure.
- No extension cords on the sidewalk will be permitted.
- Canned or live music will not be permitted.

Queuing Areas

- If retail businesses are generating line-ups, operators are responsible for managing customers according to AHS guidelines. In some cases this may mean forgoing a retail display to provide space on the street for customer queuing.
- The Town will provide sidewalk stickers and assist with other accommodations to help manage high volume queuing areas upon request.



Queuing stickers available from the Town of Banff

General

In addition to the above, street furnishings:

- must be removed and safely stored when not in operation;
- should be secured to ensure that they can withstand the effects of wind; and, be uniform in style and design;
- shall not be permanently affixed to the road surface;
- shall be provided in a manner that access to Fire Department connections, public utilities, and exits from adjacent buildings are respected; and,
- shall be cleaned and swept daily.

Insurance and Disclaimer

The permit holder is required to obtain and carry valid comprehensive general liability insurance which includes the following:

- a. Provides a loss payable clause in the interest of the Town of Banff & Her Majesty the Queen in Right of Canada as represented by Parks Canada on the policy;
- b. States the period covered by the insurance policy i.e. commencement date and expiration date of policy;
- c. Be for a minimum amount of \$5,000,000 in respect of any single occurrence;

- d. Indemnify the Town of Banff against all claims of any kind arising from any negligent act either by the permit holder or the permit holder's agents; and,
- e. Be in a form and with an insurer to the satisfaction of the Town of Banff.

Due to the ongoing uncertainty of the global pandemic, the Town of Banff and Alberta Health Services cannot guarantee that restrictions and requirements will remain unchanged throughout the duration the 2021 pedestrian zone closure.

Contact

Town of Banff Planning and Development – Dave Michaels, dave.michaels@banff.ca or 403-762-1220 or Eric Bjorge, eric.bjorge@banff.ca or 403-762-1102.

Alberta Health Services – Kori Woodard, Kori.Woodard@albertahealthservices.ca, or 403-762-3517