

## 2023 Outdoor Merchandising Guidelines

**Timeline:** Setup starting Thursday May 18, 2023, (8:00AM – 5:00PM), with the street opening Friday, May 19, 2023. Ending Monday, October 9, 2023, Banff Avenue open to traffic around October 13, 2023. Hours of operation must coincide with the hours of operation of the adjoining commercial property.

**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 **must be submitted by May 1, 2023**. 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) are being given first opportunity and priority to apply for space on Banff Avenue. All applications require the signature and permission of the building owner.

Fees will be in accordance with the Fees and Charges Bylaw which remain unchanged from 2022:

Outdoor Merchandise Display CD District	
Private Lands	\$32.39 per square meter, or \$210, whichever is greater
Public Lands	\$32.39 per square meter, or \$210, whichever is greater

### Space Allocation

The same approach as was used in 2022 will be used in 2023 to allocate space on the public street for business use:

1<sup>st</sup> 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.

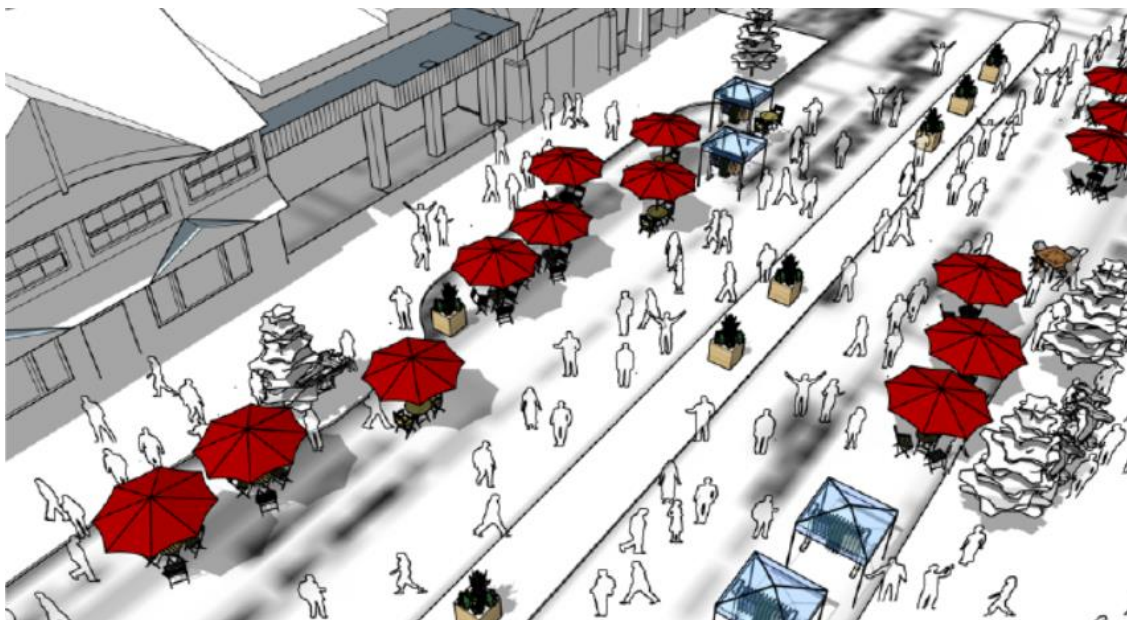
2<sup>nd</sup> Priority - Second storey and basement level food and beverage operators will be given second priority to occupy street frontages not utilized by at-grade food and beverage operators, including retail store frontages.

3<sup>rd</sup> 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.

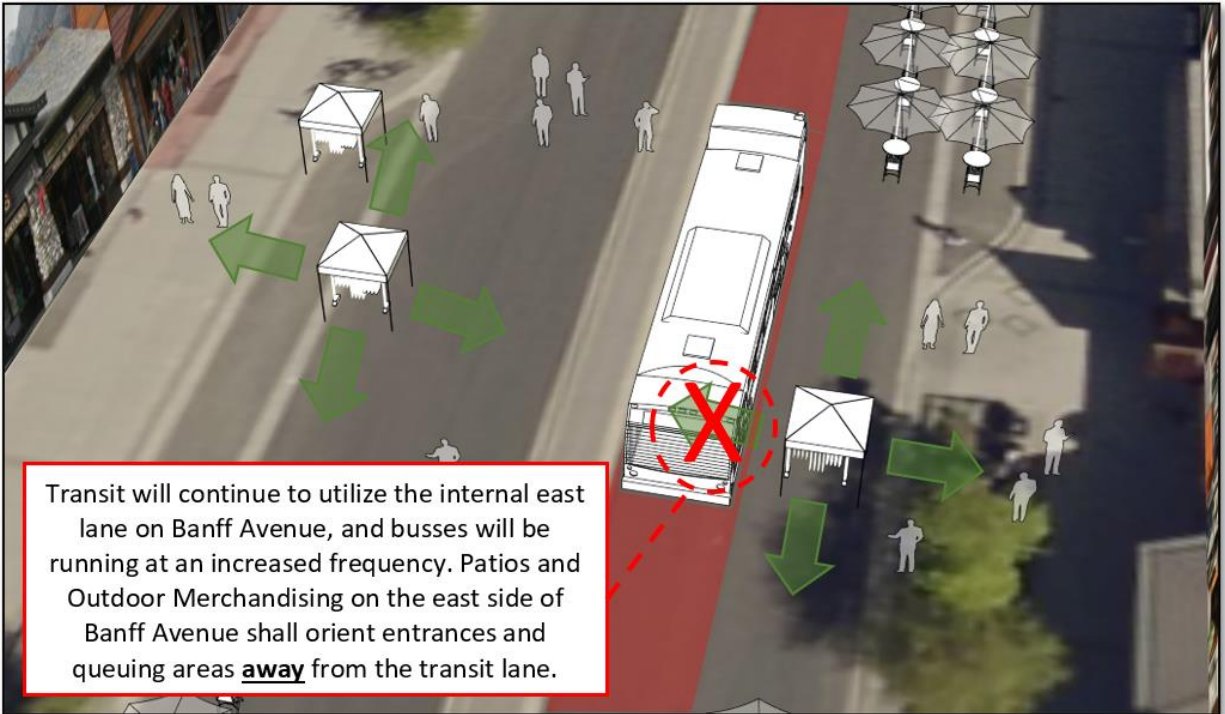
Based on the above, retailers with at-grade business frontage are eligible to occupy a maximum 10' x 10' space in front of their building unless otherwise allocated to a food and beverage operator, or required for transit stops, pedestrian access, or circulation.

The Banff Avenue configuration can be seen on the image below. Operation will be the same as last year:

- One traffic lane will be kept clear for pedestrian access on 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). There will be an increased frequency of busses in 2023; and,
- Cyclists are 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; and,
- 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 (wood, landscaping, table coverings, etc.)
- Flowers and landscape planters are strongly 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.



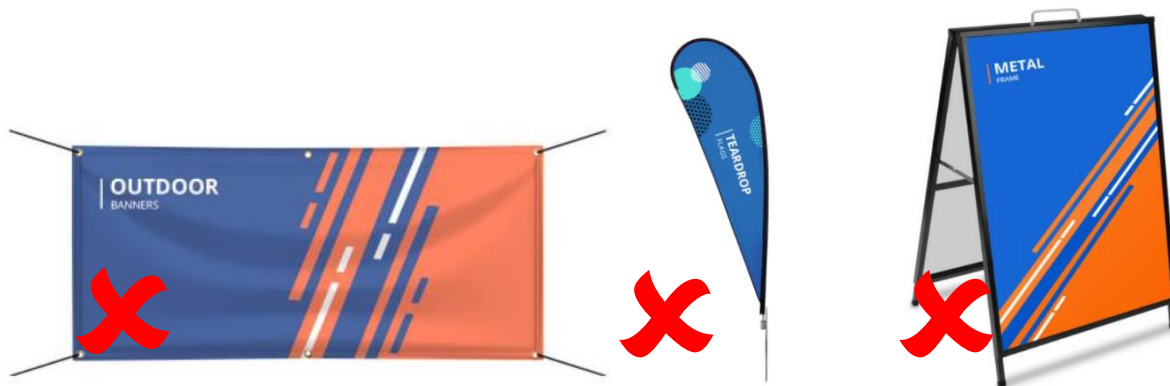
*Flowers and rustic decorative elements encouraged*

### 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.

### Signage

- Due to the unique circumstances presented by COVID-19, signage standards were relaxed for 2020/2021. Summer 2023 will see a return to the signage requirements in the Outdoor Merchandising Display Policy.
- For the Banff Avenue pedestrian zone, signage must be limited to a maximum of 0.6 m<sup>2</sup> 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.
- Free-standing, sandwich boards, banners, and flag signage are not permitted.
- 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 0.6m<sup>2</sup> 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; and,
- Canned or live music will not be permitted.

### 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. The Town of Banff is named as additional insured,
- b. State 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.

The permit holder is required to notify the Town of Banff of any material change or cancellation of their general liability insurance within 30 days of this change.

#### Contact

Town of Banff Planning and Development – Main point of contact – Kerry MacInnis, [kerry.macinnis@banff.ca](mailto:kerry.macinnis@banff.ca) or 403-762-1215.

Alberta Health Services – Kori Woodard, [Kori.Woodard@albertahealthservices.ca](mailto:Kori.Woodard@albertahealthservices.ca), or 403-762-3517