

POLICY STREET POLE BANNERS



Policy C101

1. POLICY

The Town of Banff recognizes the benefit of a limited number of Street Pole Banners to animate the town and to promote special events or activities consistent with the purposes and values of the Town of Banff, Banff National Park and UNESCO World Heritage site designation. Promotion of these events or activities through the use of Street Pole Banners is intended to enhance the public realm and compliment the surrounding natural environment, thereby contributing to the overall quality of the visitor experience.

2. PURPOSE

Banff is a special place – an international visitor destination of natural, ecological, cultural, and historic significance. The purpose of this policy is to guide the design, approval, installation, and maintenance of Street Pole Banners to ensure a consistent process and the continued care and respect for the quality of Banff's public realm and the natural environment.

3. SCOPE

This policy applies to the design, approval, installation, maintenance and removal of Banners placed on street poles located in Town of Banff rights-of-way as identified in Schedule B.

4. RESPONSIBILITIES

- 4.1. The Communications department is responsible for coordinating the Street Pole Banner application process.
- 4.2. The Operations department is responsible for installation, maintenance, and removal of Street Pole Banners.
- 4.3. The town manager or designate is responsible for approving all applications for Street Pole Banners.

5. DEFINITIONS

- 5.1. **Special Event or Activity** is a one-time or infrequently occurring event and is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience and are those activities that, in the opinion of the town manager or designate, have an identifiable community benefit and are consistent with the values and purposes of the Town of Banff., Banff National Park values and/or UNESCO World Heritage Site designation.
- 5.2. **Animation** means events, activities or pageantry that, in the opinion of the town manager or his designate, create vibrancy within the town and/ or community.
- 5.3. **Street Pole Banner** or **Banner** means a sign constructed of a pliable material, which is typically installed on a street pole on a temporary basis.

6. CRITERIA AND PROCEDURES

6.1. Design and Approval

- a) A Street Pole Banner Application and Procedure Form must be obtained from the Town of Banff Communications Department, completed, and returned with the application fee as outlined in Schedule A no less than thirty (30) days prior to the installation date. The application form must include:
 - A description of the event including the purpose of the event and an explanation of the event's benefit to the community and/or an explanation how it is consistent with the values and purposes of the Town of Banff, Banff National Park or UNESCO World Heritage Site designation; who it serves; the location; duration; and admission fees (if applicable);
 - The purpose of the Banners, Banner dimensions, Banner material, preferred installation and removal dates, location and production details; and
 - The proposed Banner design including all colours, text, and graphic content.
- b) Banners shall be designed to compliment, not detract from, the public realm and surrounding natural environment. Design guidelines are outlined on Schedule C.
- c) Applicable application fees and installation fees as per Schedule A will be charged. There may be instances where fees may be waived at Councils discretion.
- d) No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, no more than 25 percent of each Banner area shall be used for the name and logo of the sponsor. Where a commercial logo or brand is included on Banners, the applicant shall pay corresponding advertising fees as outlined in Schedule A.
- e) One Banner design (or congruent set) per event or activity may be hung for a maximum of thirty (30) days. Requests for extension may be made in writing to the attention of the town manager.
- f) Final Banner designs must be approved by the Town of Banff prior to production and installation. See Schedule C for design guidelines.
- g) Banner approvals are not guaranteed. In the case of multiple applications for the same date, the town manager or designate may determine which Banners are given priority.
- h) Banners may be removed prior to completion of the authorized installation without prior notice at the discretion of the town manager or designate.
- i) The number of Banners that may be installed is dependent on the proposed location of the Banners and subject to the approval of the town manager or designate. Authorized Banner locations are identified in Schedule B.
 - Banners on Banff Avenue must have one complete set for the entire length of Banff Avenue (28 street poles)
 - Banners on Bear St must have one complete set for the entire length of Bear St (10 street poles)

- Banners on St. Julien Rd must have one complete set for the entire length of St. Julien Rd (7 street poles)
 - Street poles located on St. Julien Rd are for the exclusive use of The Banff Centre events and Town of Banff events.
- j) Future locations, which may be added by the Town, will be subject to the same criteria and procedures of this Policy.

6.2. Installation, Maintenance, and Removal

- a) Banners may only be installed, maintained, or removed by Town of Banff Operations personnel.
- b) Banners are to be provided to the Town of Banff in the correct size and in ready-to-install condition. Banners that fail to meet the size and installation specifics may result in the cancellation of the installation.
- c) All Banners should be delivered to Town of Banff Operations, 120 Hawk Avenue, at least two business days (weekends excluded) prior to the installation date. Failure to meet the delivery deadline may result in cancellation of the installation. The date and time of installation shall be at the discretion of Town of Banff Operations personnel and is subject to workload, weather restrictions, staff resources and equipment availability.
- d) Banners are to be picked up within seven days of being removed. The Town of Banff assumes no responsibility for Banners not picked up and any Banners left unclaimed after thirty days will be discarded or recycled.

6.3. Liability

The applicant shall agree to assume full liability and indemnify the Town of Banff and Her Majesty the Queen in Right of Canada as represented by Parks Canada Agency for damage to persons or property arising from the display, installation, maintenance, or removal of the Banners and provide proof of insurance.

7. ATTACHMENTS

- 7.1. Schedule A – Banner Application Fees
- 7.2. Schedule B – Authorized Banner Locations
- 7.3. Schedule C – Design Guidelines
- 7.4. Schedule D – Application to Waive Banner Fees

This policy shall be in effect on the date it is approved by resolution of Council.

Karen Sorensen
Mayor

Robert Earl
Town Manager

APPROVAL HISTORY

Revised:	2011.09.12	COU11-213
Approved:	2006.02.13	COU06-77

SCHEDULE A – BANNER APPLICATION FEES

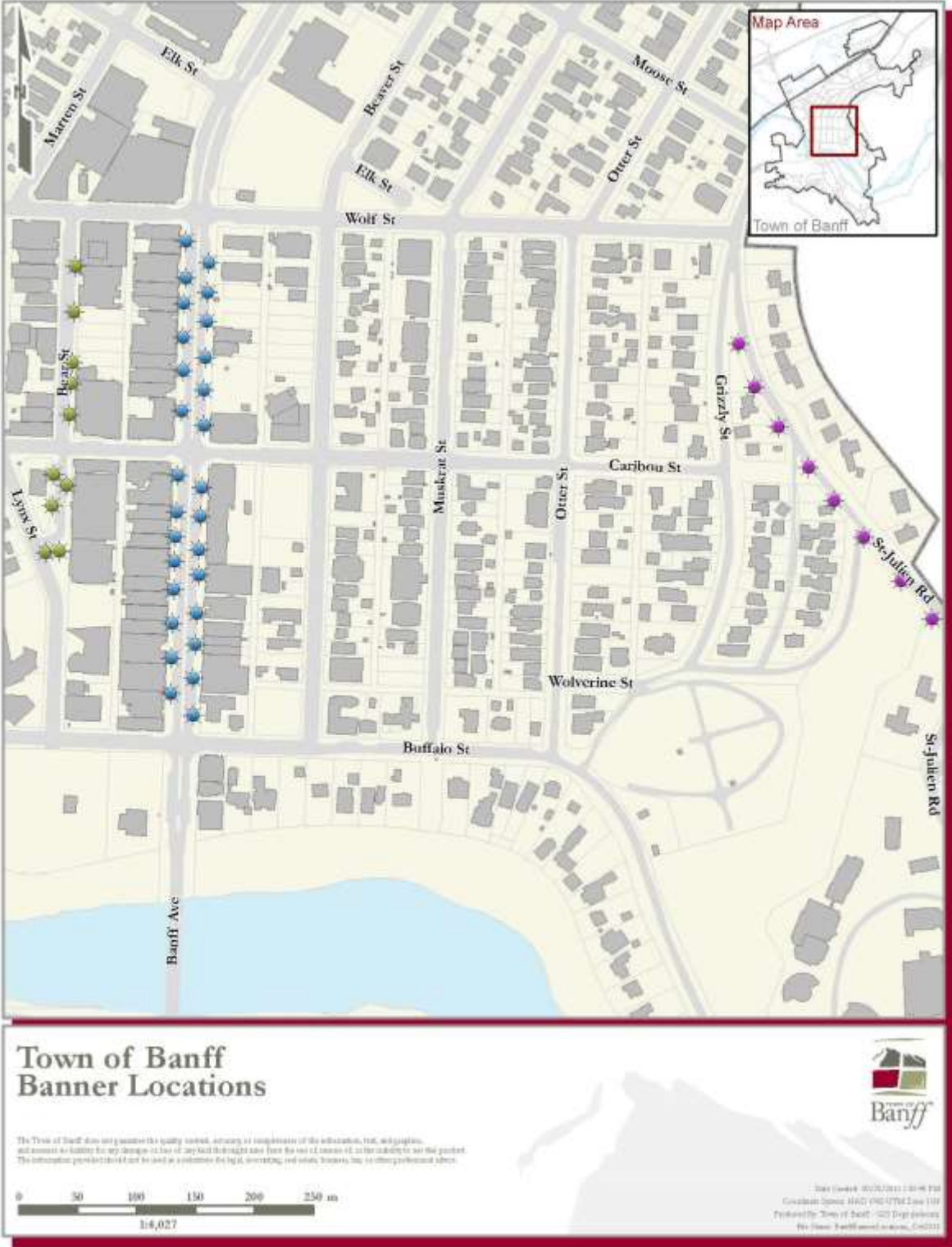
The following fees are required to be submitted in conjunction with an application for Street Pole Banners:

- Application Fees: \$255.00
- Installation Fee: \$70.00 per Banner

Applicable only to banners containing commercial advertising, trademarks, emblems or logos of a specific brand or product

Application Fees may be waived for events at the discretion of Council. Those wishing to request that fees be waived must submit Schedule D - Application to Council no less than 30 days prior to the banner installation date.

SCHEDULE B – AUTHORIZED BANNER LOCATIONS



SCHEDULE C – DESIGN GUIDELINES

The following guidelines are for reference purposes only. The Town of Banff must approve all designs and specifications prior to production.

Materials

Materials should be selected for durability and dimensional stability. Acceptable Banner materials include:

- 200 Denier Nylon Fabric
- Vinyl
- The Town of Banff also encourages the use of recycled materials for Banner production
- A material sample shall be provided upon request of the Manager of Communications

Colours

Vivid and contrasting colours are preferred with enough value (light and dark) separation to provide reasonable legibility under low lighting conditions. Colour pigments or dyes should be selected for exterior applications and be resistant to fading or colour bleeding.

- Colours should be bold and able to stand out when viewed at a distance
- Colours schemes should be indigenous to the season/period of the year and Banff townscape
- Fewer colours per design are preferred. Most designs can be represented in two to three colours.

Nylon Banner Materials:

- Pastel colours should be avoided.
- Fluorescent colours are not permitted
- Nylon allows light to pass through it so lettering and imagery will read backwards from one perspective; designs for nylon are best if they can be identified from both sides.

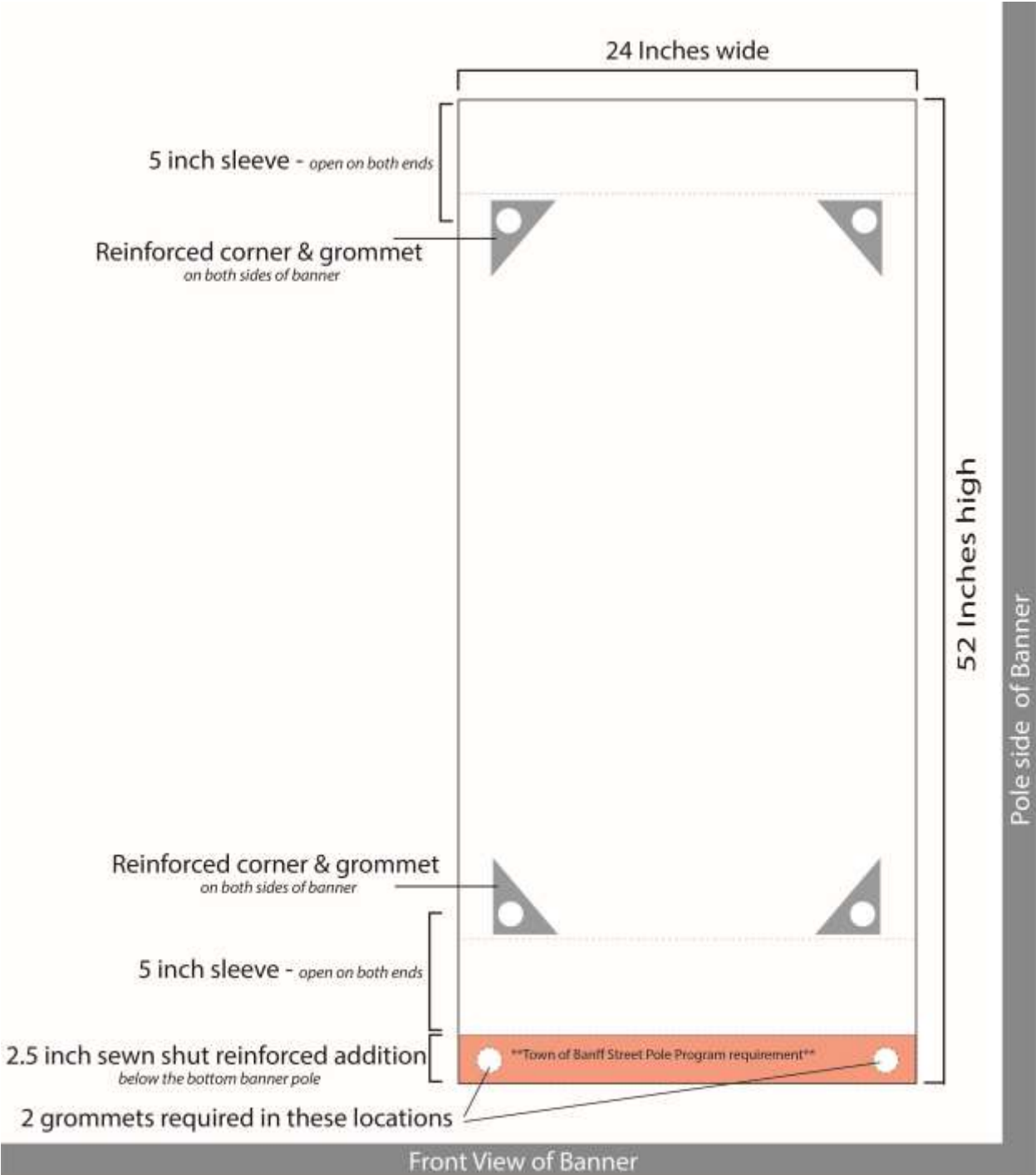
Vinyl Banner Materials:

- Does not allow light to pass through it and therefore requires a design to be printed on both sides.

Graphics/Banner Content

Banner content should graphically convey the message of the event or its purpose in a simple manner using bold colors and a minimum number of images and text so as to inform the public of the event and avoid visual confusion.

- Text shown must be of legible size for easy readability at a distance (i.e. not less than 3 inches in height for lower case letters (depending on font style). If installed for pedestrian viewing only, font size can decrease.
- No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, no more than 25 percent of the surface of each face of the banner area shall be used for the name and logo of the sponsor.
- Title blocks and lettering should be kept to a minimum.
- Banner content shall be subject to review and approval.



Full size Illustrator .eps template available upon request from the Town of Banff, contact 403.762.1221 or e-mail events@banff.ca.

SCHEDULE D – APPLICATION TO WAIVE BANNER FEES

Application to Waive Banner Fees



110 Bear Street, P.O. Box 1260, Banff, Alberta T1L 1A1
T 403.762.1200 F 403. 762.1260

www.banff.ca

This application must be completed and returned to Communications and Marketing Department with the completed Street Pole Banner Application by mid-October each year. Consideration for the waiving of street pole banner fees will only be made by council during annual budget deliberations. This application must be accompanied by an event budget.

Name of Applicant/Organization: _____

Mailing Address: _____ City/Province: _____ Postal Code: _____

Tel. No.: _____ Cell No.: _____ Fax No.: _____

Event: _____ Date of Banner Installation: _____

We (I) hereby request Town Council to waive the banner application, installation and advertising fees in the total amount of \$_____ for the _____ event.

We request this exemption because:

Please provide further explanation of the value of your event to the community and taxpayers of Banff, clearly illustrating the social, cultural, environmental or economic benefit. For example, the numbers of room nights generated or average spend per participant in local establishments. If an exception is granted, how will the Town of Banff be recognized as a sponsor?

