

STREET POLE BANNERS POLICY



Policy C5007

Adopted by Council:	2022.11.28	Administrative Responsibility:	Communications
Council Resolution #:	COU22-447	Last Review Date:	2022
Modified by Resolution #:		Next Review Date:	2026
Replaces:	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 Community Plan, Banff National Park Management Plan and UNESCO World Heritage site designation. Promotion of attractions, events or activities through the use of Street Pole Banners is intended to enhance the public realm and complement 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 application, approval, design, installation, fees to external applicants, 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 application, fees design, approval, installation, maintenance and removal of banners placed on street poles located in Town of Banff rights-of-way as identified in Schedule A.

4. RESPONSIBILITIES

- 4.1. The Communications department is responsible for coordinating the Street Pole Banner application and approval process, and fee waiver requests.
- 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. **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 Review

- a) A Street Pole Banner application must be obtained from the Town of Banff website, completed, and submitted no less than 60 days prior to the installation date, and the application fee is to be paid as outlined in the Fees and Charges Bylaw no less than 30 days prior to the installation date. The application must include:

- A description of the event, activity or attraction including its purpose, an explanation of its 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.

Banner suitability will be assessed based on alignment with guidance in the Special Event Policy and the Banff Community Plan.

- b) Banners shall be designed to complement, not detract from, the public realm and surrounding natural environment. Design guidelines are available on the website or by request.
- c) Application, advertising, and installation fees as per the Fees and Charges Bylaw will be charged.
- d) There may be instances where application and installation fees may be waived by Council, if applicants request waiver of the fees in an application form submitted by October 15. Council reviews all requests to waive fees during annual budget deliberations, usually in November-December. In rare circumstances, requests for Council's consideration to waive fees may be accepted if submitted more than 90 days ahead of the proposed installation date, and the proposed banner relates to an emergent event or activity that was not known in October of the previous year.

- e) 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.
- f) Final Banner designs must be approved by the Town of Banff prior to production and installation. See design guidelines on the website or by request.
- 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 A.
 - Banners on Banff Avenue must have one complete set for the entire length of Banff Avenue (28 street poles).
 - Banners on Bear Street must have one complete set for the entire length of Bear Street (13 street poles).
 - Banners on St. Julien Road must have one complete set for the entire length of St. Julien Road (13 street poles).
 - Street poles located on St. Julien Road are for the exclusive use of Banff Centre and Town of Banff-organized or supported activities and events.
 - Banners on Cave Avenue must have one complete set for the entire length Cave Avenue (8 street poles – 7 in the Town and 1 outside the Town).
 - Street poles located on Cave Avenue are for the exclusive use of the Cave & Basin (Parks Canada) and, in rare cases, Town of Banff-organized or supported activities and 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 30 days will be discarded or recycled.

6.3. Liability

The applicant shall agree to assume full liability and indemnify the Town of Banff and His Majesty the King 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 – Authorized Banner Locations

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

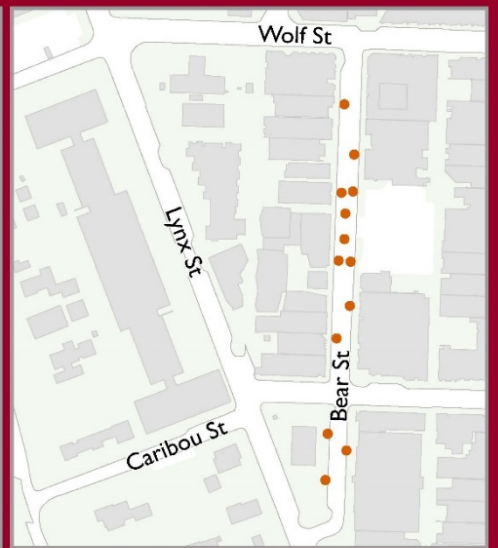
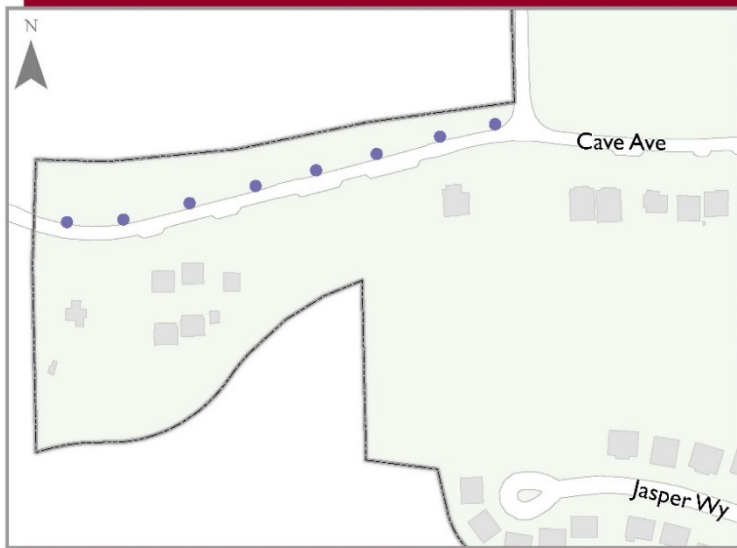
On Original

Corrie DiManno
Mayor

On Original

Kelly Gibson
Town Manager

SCHEDULE A – AUTHORIZED BANNER LOCATIONS UPDATED 2022 OCTOBER



**Town of Banff
Banner Locations**

The Town of Banff does not guarantee the quality, content, accuracy, or completeness of the information, text, and graphics, and assumes no liability for any damages or loss of any kind that might arise from the use of, misuse of, or the inability to use this product. The information provided should not be used as a substitute for legal, accounting, real estate, business, tax, or other professional advice.



Date Created: 2022-10-05 10:31:06 AM
 Drawing System: AutoCAD LT 2019 (2019) (2019)
 Produced by: Town of Banff - GIS Dept
 File Name: 2022BannerLocations_092022