

# Management Directive

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| Management Directive No.:                           |   |
| Management Directive Name:                          | Installation of Banners Over City Roads |
| Date Approved by CAO or Designated Person:          |   |
| Date revision approved by CAO or Designated Person: |   |
| Related SOP, Management Directive, Council Policy   | N/A                                     |

## Directive Statement and Rationale:

The Installation of Banners management directive has been established to provide the framework of expectations and to guide to City staff to fulfill the operational requirements.

## Scope:

This directive applies to the erection of banners where the City has installed the proper poles to adequately support these signs strung over the municipal roadways within the City of Kawartha Lakes.

The City has installed poles for installation of banners at the following location(s):

King Street East, Bobcaygeon.

## Management Directive:

The City of Kawartha Lakes has committed to support the activities of not for profit, community based groups and organizations in their activities to enhance the quality of life within the City. One of the ways the City chooses to support the efforts of these groups is through promotion of their various activities and events.

This Management Directive clarifies the criteria for the installation of temporary banners over City roads within the City of Kawartha Lakes.

# Management Directive

## Definitions:

“Banner” means any painted polymer coated sign meeting the specifications included within this management directive to be attached to proper support poles and suspended over municipal roadways for the purpose of advertising specific community events.

“Not for Profit or Community Based Organization” means any community, charitable or not for profit group within the municipality as defined under the Income Tax Act.

## Requirements:

### Banner Installations, Regulations, Fee

Installation of banners shall be the responsibility of the Public Works Department of the City of Kawartha Lakes.

Banners shall be installed, upon approval of the ‘Request for Installation of Banner’ form (attached), receipt of the required fee as identified within By-Law 2016-206 as amended and a signed waiver of liability in a form satisfactory to the City Solicitor. The application, waiver and fee may be submitted to any City Service Centre.

Allocation of space will be on a first come first served basis. Space will be provided in blocks of one week. Additional time will be granted up to a maximum of three weeks, only if there are no other requests.

The Director of Public Works or designate will grant the final approval upon receipt of application within five working days of receipt. In the event that the application does not comply with specifications or other parts of this directive, and/or the space is not available, the application fee will be fully refunded.

The banner must meet ALL specifications set out by the City on drawing S-150 (attached). Any banner and ancillary components, 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 Director of Public Works whose decision shall be final. Any application which is refused on these grounds shall have the fees refunded less a 10% administration charge.

The banner must be delivered to the Public Works office at 89 St. David Street a minimum of one week prior to the requested date of installation.

Messages on the banner must be appropriate for a general audience. Decisions on the appropriateness of the message will be at the sole discretion of the Director of Public Works or designate. Banners relating to any political party or election campaign will not be accepted.

## Management Directive

Banners will be removed within two working days following the final day of the community event or at the end of the approved and paid for time period in the case of commercial entities.

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 City. The City will not be held responsible for banners not picked up within this time frame.

Each not for profit, charitable and/or community based organization shall be permitted one installation per calendar year, at one location at no charge. Signs installed will be charged in accordance with Schedule G-4 to the By-law 2016-206 as amended, per location for the second and subsequent installations per calendar year. Where any extension of time is granted, no additional charge will apply.

(2016-209, effective November 22, 2016)

The City of Kawartha Lakes will not accept responsibility for lost, stolen or damages done to the banner how so ever caused.

### Responsibilities:

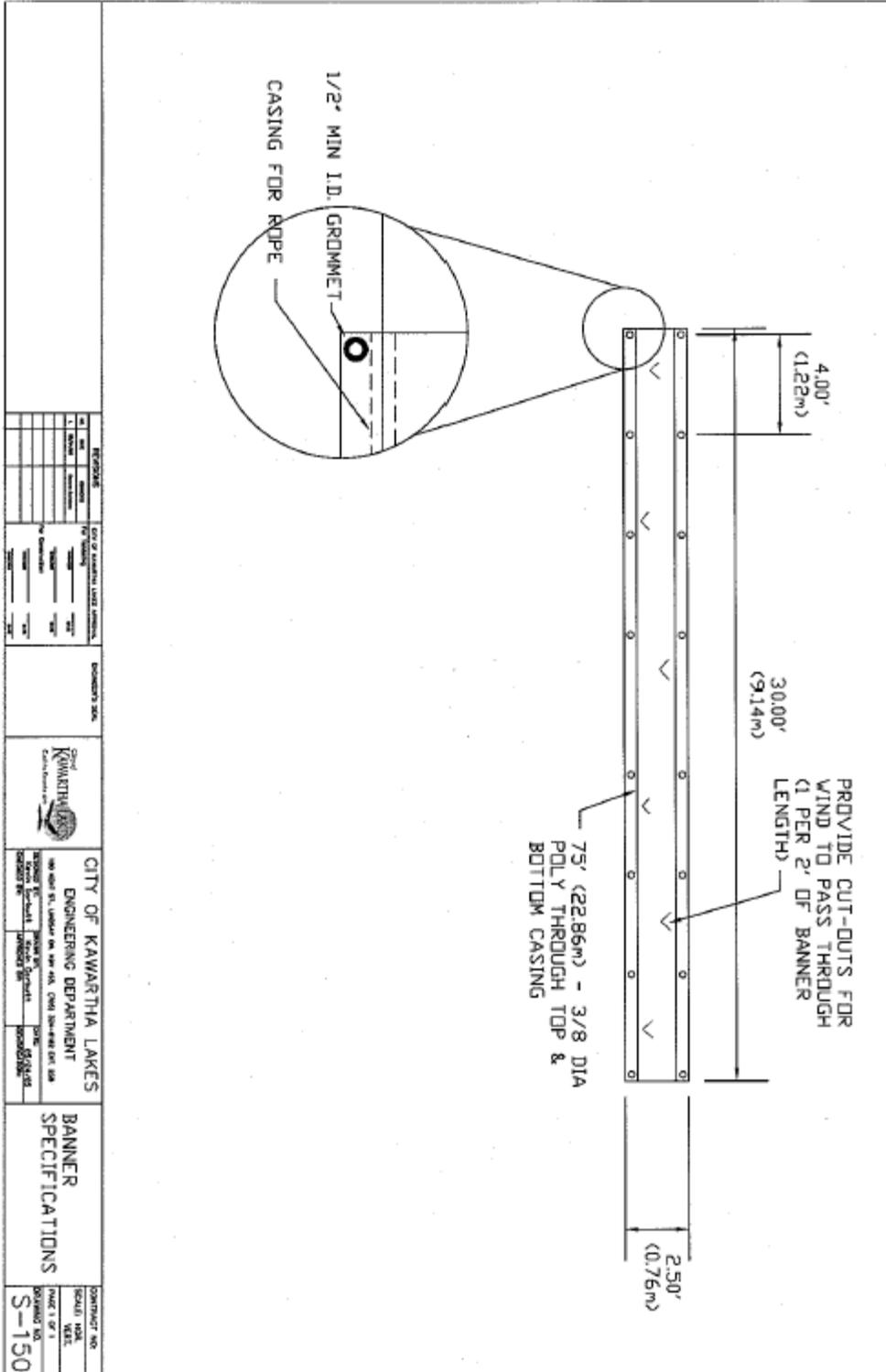
Supervisors and Managers of Roads Operations are responsible for the understanding and following the Directive.

Director of Public Works hold responsibility for departmental compliance to, and oversight of the Directive.

Chief Administrative Officer (CAO) will monitor corporate compliance with this directive and will follow up with appropriate departments, where necessary. The CAO will approve any amendments to this Management Directive.



# Management Directive





# Management Directive



## Request for Installation of Banner

Date of Application: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_

Dates Display Requested: \_\_\_\_\_

From: \_\_\_\_\_ to \_\_\_\_\_

Signature: \_\_\_\_\_

FEE: Not for Profit Organization - No Charge first installation per calendar year. All other and subsequent installation(s) are to be charged fees in accordance with Section G-4 of the Consolidated Fee By-Law 2016-206, as amended.

**Note:**

- a) Application must be received three weeks prior to commencement of community event.
- b) The banner must meet ALL specifications set out by the City of Kawartha Lakes Public Works on drawing S-150
- c) The banner must be delivered to the Public Works Office at 89 St. David Street, or the nearest Service Centre one week before installation.
- d) The banner must be picked up where it was dropped off with-in five working days after removal. FAILURE TO DO SO WILL RESULT IN BANNER BEING DISPOSED OF.
- e) The City of Kawartha Lakes will NOT accept responsibility for damages done to the banner how so ever caused.

Message to be Displayed:

\_\_\_\_\_  
\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_