



## CORPORATE POLICY AND PROCEDURES MANUAL

Policy No:

<b>140</b>	<b>EPW</b>	<b>012</b>
------------	------------	------------

Policy Name:

### INSTALLATION OF BANNERS OVER CITY ROADS

DEVELOPED BY: **Kenneth D. Becking**  
DEPARTMENT: **Public Works**

DATE:

REVIEWED BY: **Directors**  
APPROVED BY: **Chief Administrative Officer**

DATE:

DATE:

RESOLUTION NUMBER: **DPW2006-213**  
**CR2006-614**

EFFECTIVE: **June 27, 2006**

CROSS-REFERENCE:

REVISIONS:

---

### **POLICY STATEMENT AND RATIONALE:**

It is in the municipality's best interest 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 that the City can support the efforts of these groups is through the promotion of their various activities and events.

There are several locations throughout the City of Kawartha Lakes where banners can be erected to advertise upcoming community events. It is the intent of this policy to establish uniform guidelines and fees for the placement of banners throughout the City.

### **SCOPE:**

This policy 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 pole locations are: Kent St. between Victoria Park and Sussex, **Lindsay**; Lindsay Street, **Fenelon Falls**; King St E., **Bobcaygeon** and Portage Road, **Kirkfield**.

### **DEFINITIONS:**

*Banner* shall mean any painted polymer coated sign designed 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 Organizations* shall mean any community, charitable or not for profit group within the municipality as defined under the Income Tax Act ;

## **POLICY, PROCEDURE AND IMPLEMENTATION:**

### **1.00 Banner Installations, Regulations, Fees**

- 1.01 Installation of banners shall be the responsibility of the Public Works Department of the City of Kawartha Lakes.
- 1.02 Banners shall be installed, upon approval of the 'Request for Installation of Banner' and upon receipt of the associated fee 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.
- 1.03 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.
- 1.04 The Director of Public Works or designate will grant the final approval upon receipt of application and fee within five working days of receipt. In the event that the application does not comply with specifications or other parts of this policy, and/or the space is not available, the application fee will be fully refunded.
- 1.05 The banner must meet ALL specifications set out by the City of Kawartha Lakes Public Works Department on drawing S-150 (attached). Any banner, including seat belts and ropes, 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.
- 1.06 The banner must be delivered to the Public Works office at 89 St. David Street or the nearest Service Centre a minimum of one week prior to the requested date of installation.
- 1.07 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.
- 1.08 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.
- 1.09 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.
- 1.10 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 Consolidated Fees By-law, 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)
- 1.11 The City of Kawartha Lakes will not accept responsibility for lost, stolen or damages done to the banner how so ever caused.

