

CITY OF SASKATOON COUNCIL POLICY

NUMBER

C07-011

POLICY TITLE <i>Installation of Banners</i>	ADOPTED BY: <i>City Council</i>	EFFECTIVE DATE <i>November 23, 1992</i>
		UPDATED TO <i>January 23, 2006</i>
ORIGIN/AUTHORITY <i>Works and Utilities Committee Report No. 24-1992; and Planning and Operations Committee Reports No. 4-2002, 2-2004 and 1-2006</i>	CITY FILE NO. <i>CK. 312-2</i>	PAGE NUMBER <i>1 of 3</i>

1. PURPOSE

The installation of banners creates a welcoming atmosphere and provides a sense of arrival to tourists and other motorists. Banners also enhance the pedestrian environment when installed along retail corridors such as Broadway and 2nd Avenue by providing a festive atmosphere and decorating the street with colour. In addition to initiating its own banner program, the City receives requests from outside agencies to install banners along city streets.

This policy and its accompanying guidelines provide a framework which allows banner programs to proceed in a coordinated, safe and aesthetically acceptable manner.

2. DEFINITIONS

2.1 Side Mounted Banners - a light-weight fabric display sign within the public right-of-way which is used for decorative purposes or to advertise a public event. The banners have a loop at the top and bottom which slips over sidearms which are attached to the utility pole. Christmas banners are to be considered as Christmas decorations, which are not to be subject to the provisions of this Policy.

2.2 Cross Street Banners – a light-weight open web banner with letters affixed to the web suspended across a right-of-way used to advertise a public event.

2.3 Public Right-of-way - a legally registered street or lane. It includes the public sidewalk.

2.4 Arterial Roadways – Freeways with controlled access, expressways, major arterials with controlled access, major arterials with access and minor arterials with access as shown on the City of Saskatoon Roadway Classifications Map.

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- 2.5 Road Structures - overhead structures crossing public right-of-ways including bridges.
- 2.6 Public Event - events open to the general public which have International, National, Provincial or Civic significance in accordance with the Banner Installation Guidelines.
- 2.7 Non-Profit Society - a legal entity as defined by The Non-Profit Corporation Act.

3. POLICY

Cross-street and side-mounted banners shall not be installed on road structures such as overpasses and bridges within the City of Saskatoon but they may be installed on utility poles within the public right-of-way subject to the approval of the Urban Design Committee in conformance with the criteria set forth in the Banner Installation Guidelines.

- 3.1 Sponsorship - Installation of banners may be sponsored by the City of Saskatoon, a Business Improvement District, a local Business Association, a Registered Charity and/or a Non-Profit Corporation which sponsors an international, national, provincial, or city-wide sporting, cultural and/or community-based public event. A for-profit sponsor of a public event may also sponsor a banner installation program.
- 3.2 Installation, Maintenance and Removal - The sponsoring organization shall be responsible for all costs associated with the installation, maintenance and removal of banners. Where banner mounting hardware has not previously been installed, the sponsoring organization shall pay the costs of installing the hardware and such hardware shall become the property of the City.
- 3.3 Banner Installation Guidelines - The Urban Design Committee shall establish and maintain Banner Installation Guidelines outlining, among other things, the location, banner specifications, mounting hardware specifications, duration, etc. of banner installations. The Banner Installation Guidelines shall be reviewed periodically as considered necessary by the Urban Design Committee.

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4. RESPONSIBILITIES

- 4.1 Urban Design Committee - The Urban Design Committee shall be responsible for the administration of the Banner Policy and Banner Installation Guidelines.
- 4.2 The Planning and Operations Committee - The Planning and Operations Committee shall review reports to City Council on recommendations for changes to the Banner Policy.
- 4.3 City Council - City Council shall be responsible for approving the Banner Policy and any amendments to the policy.

BANNER INSTALLATION GUIDELINES
EFFECTIVE DATE: JANUARY 1, 2006
ORIGIN: URBAN DESIGN COMMITTEE

1. PURPOSE

The purpose of The Banner Installation Guidelines is to set forth the criteria for the installation of cross-street banner and side-mounted banners in public right-of-ways as provided for in the Banner Policy.

2. CRITERIA FOR SIDE-MOUNTED BANNERS

Banner installation shall only be allowed under the following conditions:

- 2.1 Public Events** - The installation of side-mounted banners shall be limited to the advertising of international, national, provincial or citywide sporting, cultural and/or community based public events, including fund raising drives, or to provide aesthetic improvement to a street.
- 2.2 Location** - Banners may be located only within those right-of-ways shown on Schedule A attached to and forming part of these guidelines.
- 2.3 Material** - Materials should be selected for durability and dimensional stability. Polyester or cotton-polyester canvas is preferred. Other cloth fabrics must be approved. Due to seasonal difficulties, vinyl, plastic, or equivalent fabrics will only be installed in the period from May to October. A material sample shall be provided to the Urban Design Committee upon request.
- 2.4 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.
- 2.5 Graphics** - Graphic symbols are preferable to text and should be event oriented (eg. an instrument to represent a musical event). Any text shown must be of legible size as seen by passing motorists (ie. not less than 4 inches in height for lower case letters, although 6 inches is preferred). Where a banner identifies a for-profit corporate sponsor of a public event, the graphic or text identifying the sponsor shall not occupy more than 1/3 of the area of each face of the banner. The design must include a label on the two seam edges that identifies the banner owner and an identifying name for the banner.
- 2.6 Size** - The size of the banners and methods of attachment may vary depending on the particular location of the installation. Sizes, attachment methods and mounting heights shall conform to those contained in Schedule B attached to and forming part of these guidelines.

- 2.7 Mounting Hardware** - Banners and the supporting brackets shall be mounted to City owned utility poles and conform to the standard hardware selected by the Electric System Branch. Where banner mounting hardware and banners are to be installed on utility poles not owned by the City of Saskatoon, the Electric System Branch shall obtain the necessary consent of the owner(s).
- 2.8 Duration** - Banners shall be installed for a minimum period of one month and a maximum period of 3 months, except on Business Improvement District Key Streets (see Schedule C) where the maximum period shall be 4 weeks. Business Improvement District identity banners shall be exempted from this requirement. Exceptions may be granted by the Urban Design Committee to facilitate scheduling.
- 2.9 Maintenance** - The mounting hardware shall be maintained in good repair by the Electric System Branch. The sponsoring organization shall be responsible for the maintenance of the banners and keep them in good physical condition and visual appearance. However, all removal and reinstallation is to be done by the City. The City reserves the right to remove, without notice, any banners which are in a poor or unacceptable visual or physical condition or create a hazard for the traveling motorist.
- 2.10 Installation and Removal** - The installation and removal of the mounting hardware shall be done by the Electric System Branch unless otherwise approved by the Branch Manager. Where multiple banner designs are to be installed, banners must be sorted prior to delivery. The installation and removal of the banners shall be coordinated by the Urban Design Committee.
- 2.11 Costs** - The costs of supplying the banners shall be borne by the sponsoring organization in whose ownership and care the banners shall remain. If an organization requests the installation of banners in approved right-of ways that do not already have mounting hardware installed, that organization shall pay the costs of the mounting hardware and its installation. The mounting hardware shall then become the property of the City. The cost of installing and removal of banners shall be borne by the sponsoring organization. If an organization requests the installation of banners in an area that already contains seasonal decorative banners, that organization shall pay the costs of their removal and reinstallation. Costs shall be paid in advance according to Schedule C attached to and forming part of these guidelines.
- 2.12 Loss, Theft or Damaged** - The City of Saskatoon will not be responsible for lost, stolen or damaged side-mounted banners.

3. **CRITERIA FOR CROSS STREET BANNERS**

- 3.1 **Public Events** - The installation of cross-street banners shall be limited to the advertising of international, national, provincial or citywide sporting, cultural and/or community based public events, including fund raising drives.
- 3.2 **Location** - Cross-street banners shall not be located across any arterial roadway shown on the City of Saskatoon Roadway Classification Map except a minor arterial with access, nor shall they be located on any road structures such as overpasses, bridges and pedestrian overpasses. They may be installed on utility poles within the public right-of-way subject to the approval of the Electric System Branch and the Municipal Engineering Branch. Banners shall not be mounted within 15 metres of any signalized intersection.
- 3.3 **Material** - The banners must be of an open mesh ($\frac{1}{4}$ inch grid minimum) fibre-glass, polyester, vinyl or cotton design with attached vinyl, polyester or cotton lettering (no solid backgrounds) in order to reduce wind loading. Materials should be selected for durability and dimensional stability and colourfastness. Design consideration must be given to ensuring that the temporal information (dates, and perhaps location) can be revised on an annual basis. A material sample shall be provided to the Urban Design Committee upon request.
- 3.4 **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.
- 3.5 **Graphics** - Lettering should be large, bold and without serifs. Text shown must be of legible size as seen by passing motorists (ie. not less than 6 inches in height for lower case letters). Where a banner identifies a for-profit corporate sponsor of a public event, the graphic or text identifying the sponsor shall not occupy more than $\frac{1}{3}$ the surface of each face of the banner.
- 3.6 **Size** - The size of the banners shall not exceed 1.2 metres in height by 10.0 metres long.
- 3.7 **Mounting Hardware** - Banners must be mounted to approved utility poles using a 300 lb. test line (a rope which will break if the loading exceeds 300 lbs.) at one end of the banner. All mounting ropes or cables must be provided with the banner. Where banners are to be installed on utility poles not owned by the City of Saskatoon, the Electric System Branch shall obtain the necessary consent of the owner(s).

- 3.8 Duration** - Banners shall be installed for a maximum period of two weeks before the event and shall be taken down within a few days after the event is completed. Exceptions may be granted by the Urban Design Committee to facilitate scheduling.
- 3.9 Maintenance** - The sponsoring organization shall be responsible for the maintenance of the banners and keep them in good physical condition and visual appearance. However, all removal and reinstallation is to be done by the City. The City reserves the right to remove, without notice, any banners which are in a poor or unacceptable physical or visual condition or which create a hazard.
- 3.10 Installation and Removal** - The installation and removal of the banner and mounting hardware shall be done by the Electric System Branch unless otherwise approved by the Branch Manager. The installation and removal of the banners shall be coordinated by the Urban Design Committee.
- 3.11 Costs** - The costs of supplying the banners shall be borne by the sponsoring organization in whose ownership and care the banners shall remain. The cost of the installation and removal of banners shall be borne by the sponsoring organization as well. Actual installation costs shall be paid to the City but cost may be estimated according to Schedule C attached to and forming part of these guidelines.
- 3.12 Loss, Theft or Damaged** - The City of Saskatoon will not be responsible for lost, stolen or damaged cross-street banners.

4. APPROVAL PROCESS

Applications for the installation of banners shall be made in writing to the Urban Design Committee at least 2 months before the date of installation. The Urban Design Coordinator shall seek the approval of the designated representative of the Business Improvement District within which the applicant's proposed banner program lies. The applicant shall provide the Committee with a scaled coloured drawing of the proposed banner(s) and sufficient technical specifications to permit the Committee to carry out an informed assessment of the proposal. The applicant may be requested to provide a sample of the banners. The Urban Design Committee may also initiate the installation of banners. The scheduling of banner installations and duration shall be at the discretion of the Urban Design Committee. However the installation of Christmas decorations by the Electric System Branch shall take scheduling priority.

5. **RESPONSIBILITIES**

- 5.1 **The Urban Design Committee** - The Urban Design Committee shall be responsible for the administration of the Banner Policy and Banner Installation Guidelines. It shall be responsible for processing applications, for initiating City sponsored banner programs, and shall report as necessary to the Planning and Operations Committee. It shall also be responsible for coordinating the installation of banners and mounting hardware with Civic Departments and sponsoring organizations. The Banner Installation Guidelines shall be reviewed periodically by the Urban Design Committee and amended as considered necessary to effect the Banner Policy.
- 5.2 **The Electric System Branch** - The Electric System Branch shall be responsible for the installation, removal and maintenance of banner mounting hardware or make the necessary arrangements therefore. The Branch shall also be responsible for the installation and removal of all banners at the request of the Urban Design Committee. With the consent of the Electric System Branch, specific arrangements can be made with another Civic Department or Branch for the installation and removal of side-mounted or cross-street banners, particularly in the event of scheduling difficulties. The Electric System Branch shall approve the locations shown on Schedule A attached and any amendments to this Schedule.
- 5.3 **The Municipal Engineering Branch** - The Municipal Engineering Branch shall approve the locations shown on Schedule A attached and any recommendations for amendments to this Schedule.
- 5.4 **The Business Improvement Districts** - A Business Improvement District shall approve those locations shown on Schedule A which are located within its jurisdiction and any recommendations for additions to this Schedule, which lies in its jurisdiction. The Business Improvement District will be consulted in regards to each new individual banner program installation request within their jurisdiction and a representative of that Business Improvement District shall provide advice as to scheduling and location.
- 5.5 **The Planning and Operations Committee** - The Planning and Operations Committee shall review reports to City Council on recommendations for changes to the Banner Policy.
- 5.6 **City Council** - City Council approves the Banner Policy and any amendments to the Policy.

SCHEDULE "A"

Side-Mounted Banners: The streets listed immediately below are approved for side-mounted banner programs:

1. 2nd Avenue from 19th Street to Queen Street
2. Broadway Avenue from 8th Street to Saskatchewan Crescent
3. 22nd Street from Spadina Crescent East to Avenue H
4. Spadina Crescent from Broadway Bridge to the University Bridge
5. 20th Street from Idylwyld Drive to Avenue R
6. College Drive from Preston Avenue to Clarence Avenue
7. Central Avenue from 108th Street to 112th Street
8. 8th Street from Clarence to McKercher Drive.
9. Sites immediately adjacent to those schools that participate in the School Plant Legacy in Trees (SPLIT) Program. Displays are approved for the promotion of the program. (Added June 1, 2004)
10. 25th Street from 2nd Avenue to Spadina Crescent.

Cross-street Banners: The streets listed immediately below are approved for cross-street and side-mounted banner programs. All other locations are to be reviewed and approved on a case-by-case basis:

1. 2nd Avenue from 19th Street to 25th Street
2. Broadway Avenue from 8th Street to Saskatchewan Crescent
3. 20th Street from Idylwyld Drive to Avenue H

This Schedule will be reviewed and adjusted as required in consultation with Urban Design Committee member Departments and agencies.

SCHEDULE "B"

Side-mounted Banners: Mounting height, banner sizes and methods of attaching the banner to the mounting hardware shall conform to the following standards:

Banner Mounting Height

- a) When projecting over the street, the minimum height above the street as measured from the top of the curb must be 15 feet.
- b) When projecting over the sidewalk, the minimum height above the sidewalk must be 12 feet.
- c) When located on a centre median, the minimum height above the street as measured from the top of the adjacent curb must be 15 feet.

Banner Size and Mounting Requirements

Vertical dimension:	94 inches end to end when laid flat
Horizontal dimension:	30 inches wide
Top rod loop:	3.0 inches when laid flat, fabric should be doubled.
Bottom rod loop:	3.0 inches when laid flat, fabric should be doubled.
Rod loop closure:	It is recommended that the outside ends of the banner loops be closed to prevent the banner from creeping to the centre of the pole.
Seam stitch length	1/8 inch minimum
Grommets (2)	3/8 inch (i.d.) metal grommets shall be provided at the top and bottom of the banner on the pole side. The grommet should be attached at the loops.

This Schedule will be reviewed and adjusted as required in consultation with member departments and agencies.

SCHEDULE "C"

The figures below set forth the rates to be charged a banner program sponsor for the installation and/or removal of the specified items:

1. Installation of mounting hardware for side mounted banners: \$150/pole
2. Installation and removal of side mounted banners on Business Improvement District Key Streets: \$45/banner
 - Broadway Avenue from 8th Street to Saskatchewan Crescent
 - 20th Street from Idylwyld Drive to Avenue R
 - 2nd Avenue from 19th Street to Queen Street
3. Installation and removal of side mounted banners on Non Business Improvement District Key Streets: \$30/banner
 - 22nd Street from Spadina Crescent East to Avenue H
 - Spadina Crescent from the Broadway Bridge to the University Bridge
 - College Drive from Preston Avenue to Clarence Avenue
 - Central Avenue from 108th Street to 112th Street
 - 8th Street from Clarence to McKercher Drive
 - Site immediately adjacent to those schools that participate in the School Plant Legacy in Trees (SPLIT) Program
 - 25th Street from 2nd Avenue to Spadina Crescent
4. Installation and removal of cross street banners: \$145/banner

This Schedule will be reviewed and adjusted as required in consultation with Urban Design Committee member Departments and agencies.