

POLICY TITLE: BANNER POLICY
ORIGIN: URBAN DESIGN COMMITTEE
FILE NUMBER: 312-2
OF PAGES: 14
EFFECTIVE DATE: January 23, 2006

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 slip over side arms 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.
- 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 Section 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 Section.

TITLE: BANNER INSTALLATION GUIDELINES
ORIGIN: URBAN DESIGN COMMITTEE
FILE NUMBER: 312-2
OF PAGES: 11
EFFECTIVE DATE: January 23, 2006

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 Section and Saskatoon Light and Power 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 (e.g. an instrument to represent a musical event). Any text shown must be of legible size as seen by passing motorists (i.e. 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 Saskatoon Light & Power. Where banner mounting hardware and banners are to be installed on utility poles not owned by the City of Saskatoon, Saskatoon Light & Power 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 A) 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 Section to facilitate scheduling.
- 2.9 Maintenance** – The mounting hardware shall be maintained in good repair by Saskatoon Light & Power. 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. Trees will not be pruned, trimmed or removed merely for the purpose of opening up views to private property, commercial signs, billboards, or other forms of advertising (*“Trees on City Property”* Policy C09-011 Section 3.3 a & b).
- 2.10 Installation and Removal** - The installation and removal of the mounting hardware shall be done by Saskatoon Light & Power unless otherwise approved by the Division Director. 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 Section.
- 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 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 Saskatoon Light & Power and the Transportation Division. Banners shall not be mounted within 15 meters of any signalized intersection.

3.3 Material - The banners must be of an open mesh (¼ inch grid minimum) fiber-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 Section and Saskatoon Light and Power 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 (i.e. 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 1/3 the surface of each face of the banner.
- 3.6 Size** - The size of the banners shall not exceed 1.2 meters in height by 10.0 meters 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, Saskatoon Light & Power shall obtain the necessary consent of the owner(s).
- 3.8 Duration** - Banners shall be installed for a maximum period of two week 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 Section 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. Trees will not be pruned, trimmed or removed merely for the purpose of opening up views to private property, commercial signs, billboards, or other forms of advertising (*"Trees on City Property"* Policy C09-011 Section 3.3 a & b).
- 3.10 Installation and Removal** - The installation and removal of the banner and mounting hardware shall be done by Saskatoon Light & Power unless otherwise approved by the Division Director. 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 installing 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 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

4.1 City of Saskatoon – Urban Design Section – Applications for the installation of banners along all locations shall be made to the City of Saskatoon Urban Design Section. The applicant shall provide the Urban Design Section with a scaled, coloured drawing of the proposed banner(s) and sufficient technical specifications to permit the Business Improvement District to carry out an informed assessment of the proposal. The applicant may be requested to provide a sample of the banner(s). 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. Applications must be submitted by the deadline date indicated on the application form. The Urban Design Section may also initiate the installation of banners. The scheduling of banner installations and duration shall be at the discretion of the Business Improvement District. The installation of Christmas decorations by Saskatoon Light & Power shall take scheduling priority.

5. RESPONSIBILITIES

5.1 The Urban Design Section - The Urban Design Section 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 reporting 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 Section and amended as considered necessary to affect the Banner Policy.

5.2 Saskatoon Light & Power - Saskatoon Light & Power shall be responsible for the installation, removal and maintenance of banner mounting hardware or make the necessary arrangements therefore. The Division shall also be responsible for the installation and removal of all banners at the request of the Urban Design Section and Business Improvement Districts. With the consent of Saskatoon Light & Power, specific arrangements can be made with another civic department or division for the installation and removal of side-mounted or cross-street banners, particularly in the event of scheduling difficulties. Saskatoon

Light & Power shall approve the locations shown on Schedule A attached and any amendments to this Schedule.

- 5.3 **The Transportation Division** - The Transportation Division shall approve the locations shown on Schedule A attached and any recommendations for amendments to this Schedule.
- 5.4 **The Business Improvement Districts** – Each Business Improvement Districts shall be responsible for final approval to the Urban Design Section of applications of the key streets within its jurisdiction. A Business Improvement District shall approve the locations shown on Schedule A which are located within its jurisdiction and any recommendations for additions to this Schedule which lie in its jurisdiction. The Business Improvement Districts 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 the side-mounted banner program. All other locations are to be reviewed and approved on a case by case basis.

<u>Business Improvement District (BID) Streets:</u>	<u>Qty:</u>
1. Broadway Avenue – 8 th Street to Saskatchewan Crescent (Broadway BID)	24
2. 1 st Ave - 20 th Street and 22 nd Street (Downtown BID)	19
3. 2 nd Avenue - 19 th Street to 25 th Street (Downtown BID)	58
4. 3 rd Ave - 19 th Street and 22 nd Street (Downtown BID)	18
5. 4 th Avenue - 20 th Street to 21 st Street (Downtown BID)	5
6. 19 th Street - 2 nd to 4 th Avenue (north side only, Downtown BID)	13
7. 21 st Street East - 1 st Avenue to Spadina Crescent (Downtown BID)	18
8. 22 nd Street - Idylwyld Drive to Spadina Crescent (Downtown BID)	46
9. 23 rd Street - 3 rd Avenue to 4 th Avenue (Downtown BID)	6
10. 24 th Street - Idylwyld Drive and Pacific Avenue (Downtown BID)	14
11. Spadina Crescent - 19 th Street to 25 th Street (Downtown BID)	25
12. Spadina Crescent - Broadway Bridge to 3 rd Avenue (Downtown BID)	3
13. Idylwyld Drive - 20 th to 25 th Street (Downtown/Riversdale BID)	38
14. 20 th Street - Idylwyld Drive to Avenue P (Riversdale BID)	142
15. 22 nd Street - Idylwyld Drive to Avenue H (Riversdale BID)	30
16. Avenues A, B & C - 19 th to 20 th Street (Riversdale BID)	29
17. Avenue B - 20 th to 22 nd Street (Riversdale BID)	7
18. The Library on 20 th Street – 219 Ave K South	1
19. Central Avenue - 108 th Street to 112 th Street (Sutherland BID)	37
20. 33 rd Street - Idylwyld Drive to Ave G (33 rd Street BID)	2
21. Mayfair Library – 602 33 rd Street West	2

River Landing (small banners):

1. 3 rd Avenue - Spadina Crescent to 19 th Street	2
2. 2 nd Avenue - Spadina Crescent to 19 th Street	4
3. Saunders Place - 2 nd Ave to Idylwyld Drive overpass	6
4. Avenue B - Spadina Crescent to 19 th Street	13
5. Sonnenschein Way - Avenue A to Avenue B	6
6. Avenue A - Spadina Crescent to 19 th Street	7
7. Avenue C - Spadina Crescent to 19 th Street	8
8. Spadina Crescent - Avenue A to Avenue C	12
9. Spadina Crescent - 1 st Avenue to 3 rd Avenue	8

River Landing (large banners):

1. 19 th Street - Avenue C to 2 nd Avenue (south side only; large banners allowed)	16
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Other Locations:

1. Spadina Crescent - 25 th Street to Queen Street	17
2. Spadina Crescent – University Bridge Underpass	15

3.	2 nd Ave - 25 th Street and Queen Street	18
4.	25 th Street - Idylwyld Drive to Spadina Crescent	64
5.	Arlington Avenue & Louise Street	4
6.	College Drive - Preston Avenue to Clarence Avenue	77
7.	Cumberland Avenue - College Drive to Colony Street (hardware not installed)	
8.	Airport Drive - Circle Drive to Cynthia Street	21
9.	Attridge Drive at the Forestry Farm and Forestry Farm Park Drive	19
10.	Attridge Drive – Nelson Road	3
11.	Georges Vanier School	4
12.	219 Avenue K	1
13.	Taylor Street - Lansdowne Ave and York Ave	2
14.	Idylwyld Drive - 31 st to 33 rd Street	10
15.	Preston Avenue – College Drive to CPR tracks	52
16.	2 nd Avenue – 25 th Street to Queen Street	18
17.	Alice Turner Branch – Nelson Road @ Attridge Drive	3
18.	JS Wood Branch – 1801 Lansdown Ave	2

Neighbourhood Identity Streets:

1.	Hampton Square	22
2.	Cartwright Street - Clarence Avenue and Lorne Avenue	19
3.	Stonebridge Boulevard from Clarence to the traffic circle	30
4.	Rosewood - Taylor Street/Rosewood Gate North/Meadows Blvd	42
5.	South Kensington – Kensington Boulevard	12
6.	Aspen Ridge - Feheregyhazi Boulevard	6

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

1.	2 nd Avenue from 19 th Street to 25 th Street	7
2.	Broadway Avenue from 8 th Street to Saskatchewan Crescent	2
3.	20 th Street from Idylwyld Drive to Avenue H	2

This Schedule will be reviewed and adjusted as required in consultation with the Urban Design Section, 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

1. When projecting over the street the minimum height above the street as measured from the top of the curb must be 15 feet.
2. When projecting over the sidewalk the minimum height above the sidewalk must be 12 feet.
3. 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 (2.4m) top to bottom when laid flat
Horizontal dimension:	30 inches (0.8m) 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 at 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:	3/8 inch inside dimension (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.

Cross-street Banners: banner sizes, materials and installation methods to mount the banner to the poles shall conform to the following standards.

Banner Size and Mounting Requirements

Vertical dimension:	4 feet (1.2m) top to bottom when laid flat
Horizontal dimension:	33 feet (10.0m) end to end when laid flat
Grommets (top):	3/8 inch (i.d.) metal grommets shall be provided along the top of the banner, evenly spaced in a quantity appropriate for the material. Each grommet to include a carabiner.
Grommets (bottom):	3/8 inch (i.d.) metal grommets shall be provided on the bottom of the banner on both ends. Each bottom grommet must have a 1/4" x 27' (8.0 m) long rope attached.

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

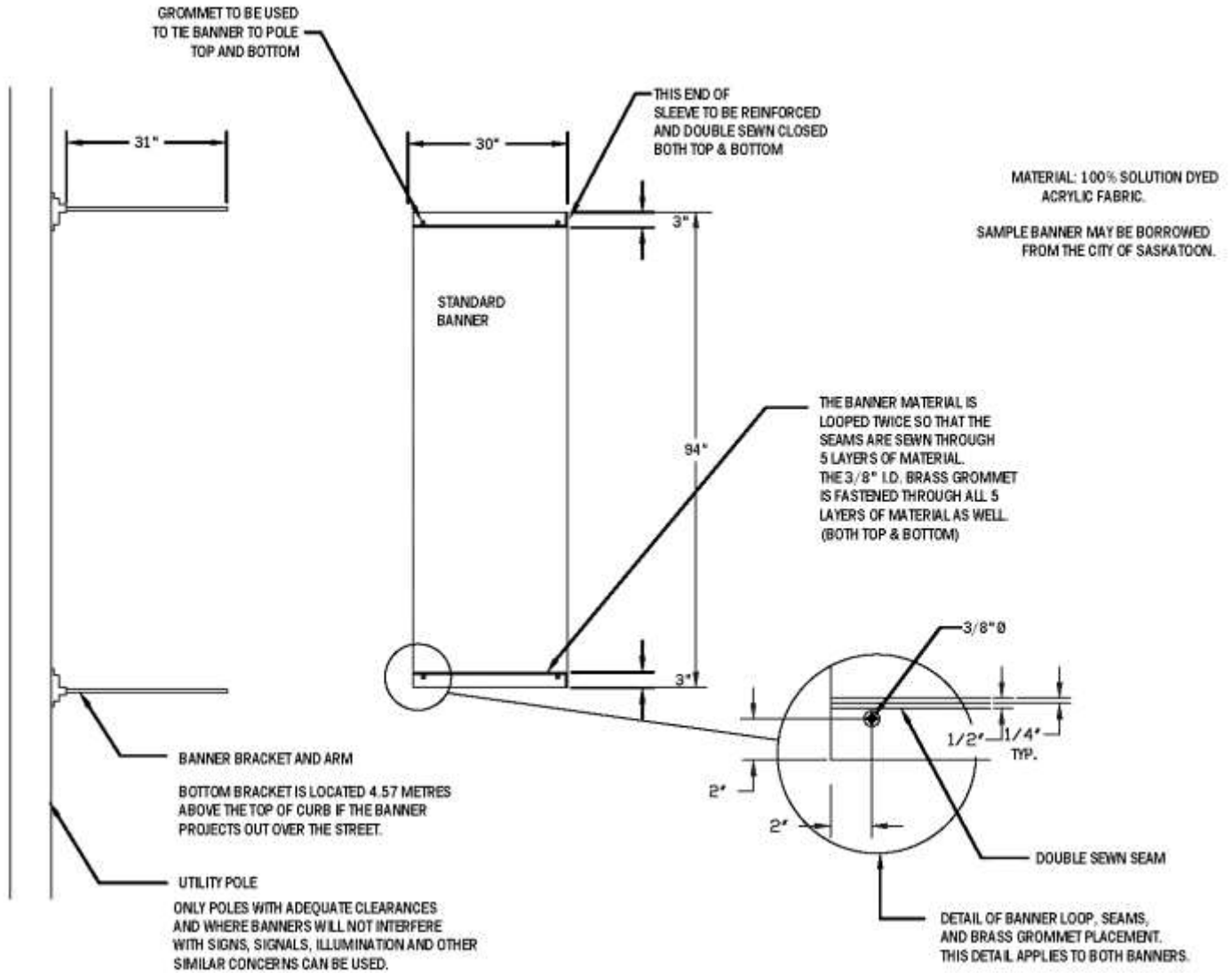
SCHEDULE C

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

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| 1. | New installation of mounting hardware for side mounted banners: | \$300/banner |
| 2. | Installation and removal of side mounted banners on BID streets and Other Locations as noted on Schedule A: | \$85/banner |
| 3. | Installation of replacement banners, all locations: | \$85/banner |
| 4. | Installation and removal of cross street banners: | \$600/banner |
| 5. | Late banner delivery fee: | \$250 |

This schedule will be reviewed and adjusted as required in consultation with the Urban Design Section, member departments and agencies.

SCHEDULE D – Side Street Banner Details



SCHEDULE E – Cross-Street Banner Details

