



REPORT TO COUNCIL

To: **Mayor Schaffer and Councillors**

Subject **Streetlight Banner Policy**

Report #: 17-011

File #: 5210.00

From: Rick Bomhof, Director of Engineering Parks and Environment

Doc #:

Date: February 14, 2017

RECOMMENDATION:

THAT Council repeal Banner Program Policy EN-21.

THAT Council adopt CO-60 Streetlight Banner Policy.

PURPOSE:

The purpose of this report is to propose a new policy to define the guiding goals and principles for the design, approval, installation and removal of Streetlight Banners. This policy is intended to replace EN-21 Banner Program.

POLICY:

EN-21 Banner Program

COMMENTS/ANALYSIS:

The policy EN-21 Banner Program is out of date and references fixed designs for seasonal banners throughout the year. The banner designs have changed over the years and banners referenced in the existing policy have not been installed for many years.



There are three sets of seasonal banners which are replaced every three years due to wear and tear from installation and UV degradation of the fabric.

The proposed Streetlight Banner Policy proposes the use of professional art and graphics to be procured by staff based on the guiding principles in the policy. The seasonal banners would still be put up for Spring, Summer and Fall in the downtown area, but there would be flexibility built into the Policy, so banners could be installed (such as the recently installed banners in and around City Park) to denote a neighbourhood of the City or a specific theme (such as Canada's 150th Birthday). The new policy also allows for not-for-profit community based organization to apply for banners to be installed.

In the proposed new policy, local non-profit organizations (with a community focus) could apply to put up banners, and they would be responsible for all costs including the supply of the banners, installation, and replacement. If an organization desired to put up banners in an area of the City that does not have banner hardware installed, they would also pay the cost of banner hardware, but the City would retain the hardware afterwards. An example of this would be if there were to be a large event in a park; a group could install banner hardware on the streetlight poles in and around that park.

The proposed new policy defines guiding principles, roles and responsibilities and provides guidance to the application process for outside agencies. This would enable the Staff Working Group to make decisions based on the guiding principles in the policy.

BUDGET IMPLICATIONS:

None – seasonal banner program would continue within the existing operating budget.

ALTERNATIVES:

Do not adopt CO-60 Streetlight Banner Policy.

Do not rescind EN-21 Streetlight Banner Program.



Respectfully Submitted,



Rick Bomhof, Director of Engineering, Parks & Environment.

Attachment(s):

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.



Francis Cheung, P. Eng.
Chief Administrative Officer

