

	Title: Streetlight Banner Policy	Number: CO-60
	Authority (if applicable): Council	Section:
	Date Adopted:	Motion:
	Historical Changes	

Purpose:

The installation of Streetlight Banners is intended to enhance the public realm and compliment the surrounding neighbourhood and natural environment, thereby contributing to the overall quality of life in the community.

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

Scope:

This policy applies to the design, approval, installation, maintenance and removal of Streetlight Banners placed on street poles located on public property in the City of Langley.

Policy Statement:

1. General

1.1 Generally, seasonal Streetlight Banners will be installed each year in the downtown area of the City of Langley, with the following timelines:

- Spring Streetlight Banners – installed by mid-March and removed by mid-May
- Summer Streetlight Banners – installed by mid-May and removed by mid-September
- Fall Streetlight Banners – Installed by mid-September and removed by mid-November

1.2 Streetlight Banners may be left up for longer periods if approved by the Staff Working Group and the Streetlight Banners draw attention to a specific area, e.g. in the area of Al Anderson Memorial Pool or Streetlight Banners noting special areas of the City such as the downtown area or around schools to identify unique neighbourhoods.

- 1.3 Streetlight Banner installations may be permitted for the promotion of civic, charitable or community-oriented events which are held to benefit the community at large, affiliated community groups, registered charities or other similar not-for-profit groups within the City of Langley **based on the conditions in section 3 of this policy.**

2. Principles

- 2.1 Streetlight Banner designs should, graphically or symbolically represent the community and be consistent with the City's branding and graphics standards.
- 2.2 Streetlight Banners shall be designed to complement, not detract from, the public realm and surrounding natural environment. Design guidelines are outlined on Schedule A.

3. Streetlight Banner Permit Applications

- 3.1 Streetlight Banner permits allow non-profit organizations to promote events or occasions that have a direct and substantial civic benefit or to provide aesthetic improvement to a street. The event or occasion should:
 - be specific happenings within the community that the majority of the population would be able to participate in or be of general interest to the general public due to the nature of the event.
 - benefit locally-based non-profit organizations;
 - The event or occasion promoted by the Streetlight Banners should not be political, religious, commercial, or profit making.

Examples of eligible events or occasions have included the Langley Good Times Cruise-In and Remembrance Day.

- 3.2 Streetlight Banner permit applications must be made at least four months prior to the desired installation date.
- 3.3 The City will make every effort to accommodate Streetlight Banner permit applications, based on availability and operational feasibility. Applications will be reviewed on a first come-first serve basis with no priority given the past applicants.
- 3.4 Streetlight Banners may be installed between February and November of each year.
- 3.5 The number of Streetlight Banners that may be installed is dependent on the proposed location and subject to the approval of the Staff Working Group. Streetlight Banner applications will be considered for up to 40 banners.
- 3.6 Two color drawings of the banner design (either in paper or electronic file (JPEG or PDF format) shall be included with the application for review.

- 3.7 If approved, the Streetlight Banners must be supplied by the requestor, and must be delivered to the Operations Center a minimum of two (2) weeks in advance of the Streetlight Banners being installed.
- 3.8 Streetlight Banners shall be installed for a minimum period of one week and a maximum period of three (3) weeks. The Staff Working Group will review each request and determine the length of time that is appropriate to the season and event, and operationally feasible.
- 3.9 The Streetlight Banners must reflect the event only and not recognize any sponsors outside the official name of the event (ie. CIBC Run for the Cure is an example where the corporate sponsor is part of the official event name but the organizing non-profit is the Canadian Breast Cancer Foundation).
- 3.10 The City reserves the right to reject any application for Streetlight Banners that does not comply with the City of Langley policies or bylaw; espouse racism, personal discrimination, violence or hatred. Streetlight Banners shall not promote a point of view or organization of a political, ethical, religious nature or directly encourage, or exhibit obvious indifference to unlawful behavior.
- 3.11 Permitting Streetlight Banners does not constitute an endorsement of an event or organization from the City of Langley or its employees. It is forbidden to give the impression that an event or organization is endorsed or associated with the City in any way if such endorsement has not been given in writing.
- 3.12 Streetlight Banners must meet the design requirements in Schedule A.
- 3.13 Costs: The costs of supplying the Streetlight Banners shall be borne by the organization in whose ownership and care the Streetlight Banners shall remain. If an organization requests and is approved for the installation of Streetlight Banners in areas where the streetlights 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 removing Streetlight Banners shall be borne by the sponsoring organization. If an organization requests the installation of Streetlight Banners in an area that already contains seasonal decorative Streetlight Banners, that organization shall also pay the costs of their removal and reinstallation.
- 3.14 If approved, the Engineering Services division must receive payment from the organization at least thirty (30) days in advance of installation of the banners.
- 3.15 The City will not be responsible for lost, stolen or damaged Streetlight Banners.
- 3.16 The applicant will be responsible for the maintenance of their Streetlight Banners. Maintenance would include replacing banners damaged by wind and other unforeseen causes, and replacing prematurely deteriorated banners that have excessive color fading and/or fabric failure.
- 3.17 After removal, the applicant will be responsible for collecting the banners from the Operations Center within two (2) weeks.

4. Responsibilities

- 4.1 The Engineering Services Division is responsible for accepting and processing Streetlight Banner applications.
- 4.2 The Staff Working Group is responsible for selecting the seasonal Streetlight Banner design and graphics and reviewing Streetlight Banner applications.
- 4.3 The Staff Working Group will have a replacement Streetlight Banner design selected sixty (60) days prior to the scheduled Streetlight Banner installation date.
- 4.4 The Engineering Operations division is responsible for installation and removal of Streetlight Banners.
- 4.5 The Engineering Operations division is responsible for the maintenance and purchase of replacements for City owned Streetlight Banners.

Definitions:

Operations Center means the City Engineering Operations Center located at 5713 198 Street, Langley, BC.

Staff Working Group means a group consisting of the Director of Recreation and Culture, Director of Engineering, Parks & Environment and the Manager of Engineering Services and Manager of Engineering Operations.

Streetlight Banner means a light-weight fabric display sign within the public right-of-way which is used for decorative or informative purposes. The Streetlight Banners have a loop at the top and bottom which slip over side arms which are attached to streetlight pole. Christmas decorations, which are attached to the banner arms of the streetlight poles, are not to be subject to the provisions of this Policy.

References:

Policy Number:	CO-60
Policy Owner:	Rick Bomhof
Endorsed by:	Senior Management Team
Final Approval:	Council
Date Approved:	
Revision Date:	
Amendments:	
Related Policies:	
Related Publications:	

Contact Person:

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SCHEDULE A – DESIGN GUIDELINES

The following guidelines are for reference purposes only. The City of Langley must approve all designs and specifications prior to production.

Materials

Materials should be selected for durability and dimensional stability. Acceptable Streetlight Banner materials include:

- 200 Denier Nylon Fabric
- Vinyl
- A material sample shall be provided upon request of the Manager of Engineering Operations.

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.
- Colours should be bold and able to stand out when viewed at a distance
- Colours schemes should be indicative of the season/period of the year
- Fewer colours per design are preferred. Most designs can be represented in two to three colours.

Graphics/Streetlight Banner Content

Streetlight Banner content should graphically convey the message of the event or its purpose in a simple manner using bold colors and a minimum number of images and text so as to inform the public of the event and avoid visual confusion.

- Text shown must be of legible size for easy readability at a distance (i.e. not less than 3 inches in height for lower case letters (depending on font style).
- No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, no more than $\frac{1}{4}$ of the surface of each face of the Streetlight Banner area shall be used for the name and logo of the sponsor.
- Title blocks and lettering should be kept to a minimum.
- Streetlight Banner content shall be subject to review and approval.

Streetlight Banner Dimensions

The standard Streetlight Banner size is 30 inches horizontal by 60 inches vertical.

