

## POLICY DIRECTIVE NO. J-13

SUBJECT: STREET BANNER POLICY

APPROVAL DATE: November 5, 2019 LAST REVIEW DATE: \_\_\_\_\_

REFERENCE: POLICY DIRECTIVE NO. K-15

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### **A. PURPOSE:**

Banners can add colour and visual interest to City streets and can be an attractive way of promoting events or creating a sense of neighbourhood identity. Side mounted street banners and cross-street banners can create a sense of arrival for residents and tourists.

The use of banners should further the City of Chilliwack’s objective to “facilitate a high quality of life” for residents. This objective may include supporting not-for-profit community events, youth activities, public art and cultural activities, as well as activities that enhance community spirit and/or provide recreational opportunities.

The purpose of the Street Banner Policy is to set forth criteria for the installation of cross-street banners and side mounted banners in on City of Chilliwack property or road right-of-way.

### **B. POLICY:**

1. Side Mounted Banners: The artwork for side-mounted banners on street lights or banner poles shall be subject to review by the Public Art Advisory Committee and approval by City Council, except for banners designed by the Downtown Chilliwack Business Improvement Association for identification of the Downtown Business Area.
2. Cross Street Banners: A cross street banner shall only be flown or installed on City of Chilliwack property or road right of way if the banner is for an event supported either financially or in kind by the City.

### **C. CRITERIA FOR SIDE MOUNTED BANNERS**

Banner installation shall only be allowed under the following conditions:

1. Location – Side mounted banners may be installed on street light or banner poles within the public right of way subject to the approval of City of Chilliwack Engineering Department.
2. Material – Materials should be selected for durability and dimensional stability. Polyester or cotton-polyester canvas is preferred; other cloth fabrics must be approved.

3. 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.
4. Graphics – Graphics and images are preferable to text. Any 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 corporate name or sponsor, the graphic or text identifying the sponsor shall not occupy more than 1/3 of the area of each face of the banner.
5. 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 be confirmed with the City of Chilliwack Engineering Department.
6. Mounting Hardware – Banners and the supporting brackets shall be mounted to City owned poles and conform to the standard hardware selected by the City of Chilliwack Engineering Department.
7. Duration – Banners shall be installed for a minimum period of one month and a maximum period of 2 years, unless otherwise approved by the Director of Recreation and Culture.
8. Maintenance – The mounting hardware shall be maintained in good repair by the City of Chilliwack. 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 of Chilliwack. The City of Chilliwack 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.
9. Installation and Removal – The installation and removal of the mounting hardware shall be done by the City of Chilliwack unless otherwise approved by the Director of Engineering. 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 Engineering Department.
10. 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 a location that does 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 of Chilliwack. 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 decorative banners, that organization shall pay the costs of their removal and reinstallation. Actual installation costs shall be paid to the City of Chilliwack.

11. Loss – Theft or Damaged - The City of Chilliwack will not be responsible for lost, stolen or damaged side-mounted banners.

**D. CRITERIA FOR CROSS STREET BANNERS**

1. Location – Cross street banners may be installed on street light or banner poles within the public right of way subject to the approval of City of Chilliwack Engineering Department. Banners shall not be mounted within 15 meters of any signalized intersection. The Engineering Department will assess the location of any new banner poles to ensure proper distance from hydro lines and any other potential hazard.
2. Material – The banners must be of an open mesh (¼ inch grid minimum) fiberglass, 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.
3. 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.
4. Graphics – 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). Cross Street Banners must reflect the event only, not recognize any sponsors outside of the official name of the event.
5. Size – The size of the banners shall not exceed 1.2 meters in height by 10.0 meters long.
6. Mounting Hardware – Banners must be mounted to approved 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.
7. 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 Director of Recreation and Culture to facilitate scheduling.
8. 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 of Chilliwack. The City of Chilliwack 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.
9. Installation and Removal – The installation and removal of the banner and mounting hardware shall be done by the City of Chilliwack unless otherwise approved by the Director of Engineering. The installation and removal of the banners shall be coordinated by the Recreation and Culture Department.

10. 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 removing banners shall be borne by the sponsoring organization as well. Actual installation and removal costs shall be paid to the City of Chilliwack.
11. Loss – Theft or Damaged - The City of Chilliwack will not be responsible for lost, stolen or damaged cross-street banners.

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Chief Administrative Officer