

# Staff Report to Council

Corporate Services

FILE: 04-1470-01/20

REPORT DATE: November 30, 2020      MEETING DATE: December 08, 2020

TO: Mayor and Council

FROM: Carolyn Baldrige, Manager, Communications & Community  
Engagement

SUBJECT: Cross Street Banners on Harris Road Policy C018

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:



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**RECOMMENDATION(S):** THAT Council:

- A. Receive for information, the Staff Report dated November 30, 2020 and titled "Cross Street Banners on Harris Road Policy C018"; AND
- B. Approve the revised "Cross Street Banners on Harris Road Policy C018" as presented at the December 8, 2020 Council Meeting; OR
- C. Other.

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**PURPOSE**

To provide Council with an update to the Cross Street Banners on Harris Road Policy C018 for discussion and approval.

☐ Information Report      ☒ Decision Report      ☐ Direction Report

**Cross Street Banners on Harris Road C018**

**Background:**

The policy titled *Cross Street Banners on Harris Road* was originally approved by Council on January 19, 2012 as a guiding document for the installation and sponsorship of banners over Harris Road. Adherence to the policy assures that banners are displayed in

a manner that will ensure the safety of vehicles and pedestrians using Harris Road, as well as meeting the City's advertising standards.

On June 16, 2015, the policy was brought to Council where it was reaffirmed.

On December 11, 2018 at a Regular Council Meeting, staff was directed to review all Council policies and identify those requiring updates. Part of the schedule of policy revisions, is the Cross Street Banners on Harris Road policy C018.

### **Analysis:**

The policy was reviewed with the perspective of safety, banner-material standards, and internal administrative process.

The recommended changes incorporate a new standard and availability of lighter banner materials, language and specifications that when written more clearly will achieve greater compliance. The recommended changes will also enhance the administrative process which will result in increased internal efficiency. These changes also align with safety protocols to protect staff and the public. The following amendments to Policy C018 are recommended:

1. **Updated banner specifications.** Since 2015, banner materials have changed. Banners are lighter which means they are easier to install.
2. **Webbing is required on all sides.** Reinforced webbing is a cross-stitched nylon strip that is heat welded or sewn inside of the hem. Wind slits are also required; these are "half moon" shaped cuts through the banner which allow wind to flow through thus reducing the wind load on the banner. These were previously required, but not clearly outlined.
3. **Banners will be hung as soon as the City is able to hang them.** Staff safety is of primary importance. On occasion there may be a condition present prohibiting scheduled installation e.g. a wind event or traffic control may not be available. In these instances is it not safe to have crews up high hanging banners. The City will endeavour to hang the banners as soon as safe to do so.
4. **Applications may be emailed** to [communications@pittmeadows.ca](mailto:communications@pittmeadows.ca). Requests for banners were made previously through the City's Operations Department and then forwarded on to Communications for approval. Sending initial requests to the Communications department will provide efficiencies by streamlining the process.

The revised policy (Attachment A) is intended to provide suggested edits to the policy for Council's consideration.

**Desired Outcome:**

Adoption of this policy with recommended changes to specifications.

**COUNCIL STRATEGIC PLAN ALIGNMENT**

- ☒ Principled Governance   ☐ Balanced Economic Prosperity   ☒ Corporate Excellence  
☒ Community Spirit & Wellbeing   ☐ Transportation & Infrastructure Initiatives  
☐ Not Applicable

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**FINANCIAL IMPLICATIONS**

- ☒ None   ☐ Budget Previously Approved   ☐ Referral to Business Planning  
☐ Other

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**PUBLIC PARTICIPATION**

- ☒ Inform   ☐ Consult   ☐ Involve   ☐ Collaborate   ☐ Empower

Comment(s):

Approved Council policies are placed on the City Website. Guidelines in relation to the City's website and social media sites are available on respective sites.

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**KATZIE FIRST NATION CONSIDERATIONS**

Referral ☐ Yes ☒ No

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**SIGN-OFFS**

**Written by:**

Carolyn Baldridge  
Manager, Communications and  
Community Engagement

**Reviewed by:**

Stephanie St. Jean  
Director, Corporate Services  
AND  
Samantha Maki  
Director, Engineering & Operations

**ATTACHMENT(S):**

- A. Revised Council Policy Cross Street Banners on Harris Road C018

COUNCIL POLICY C018

II - Engineering & Public Works

## Cross Street Banners on Harris Road

Effective Date: January 19, 2012  
Last Revised: December 8, 2020

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### 1. Policy Statement

Cross street banners on Harris Road are used to display public service announcements and assist in the promotion of community occasions and cultural and recreational events and activities.

### 2. Purpose

The purpose of this policy is to establish guidelines for the installation and sponsorship of banners across Harris Road. Adherence to this policy assures banners are displayed in a manner that will ensure the safety of Operations staff required to hang the banners, the safety of vehicles and pedestrians using Harris Road and adherence to the City's advertising standards.

### 3. Scope

This policy applies to all installations of cross street banners on Harris Road.

### 4. Exclusions

n/a

### 5. Policy

- 1) Banners shall be restricted to those advertising occasions, events, activities, or announcements specific to the happenings within the community that the majority of the population will participate in or be of general interest due to the nature of the event. These events shall not be commercially orientated and includes community festivals, events, activities and announcements sponsored by:
  - a) Government agencies, School District No. 42 and not-for-profit agencies that provide service to Pitt Meadows residents;
  - b) City sponsored events, i.e. Pitt Meadows Day;

- c) City Council and/or Chief Administrative Officer, established Advisory Groups, Committees and Task Forces;
  - d) Other general interest groups, including: seniors, youth, sports, arts, health and environment, culture, heritage, community and or family services, and tourism.
- 2) A banner shall not promote a point of view or organization of a political, ethical or religious nature or be used for financial gain (buying selling or auctioning of goods and services) or other forms of commerce.
  - 3) There shall be no advertisements of commercial enterprises except as identified sponsors of a festival, event or activity.
  - 4) Recognition of any sponsorship shall not exceed 20% of the total banner area on each side.

### 5.1 Design & Installation

- 1) All banner designs must be two-sided and graphically or symbolically represent the subject/purpose of the community event or non-profit group and include text for dates, activities and or title of the event.
- 2) The design of the banner shall be undertaken and developed by the applicant.
- 3) The City accepts no responsibility for the information displayed on the banner or any damages caused by the display of incorrect or inappropriate information.
- 4) The City of Pitt Meadows will assume no responsibility for the storage when not in use, or the care, maintenance or condition of the approved banner when installed, displayed and/or removed.
- 5) Banners shall be installed or removed by the Operations division of the Engineering & Operations and Development Services department only. A minimum of two weeks' notice is required in order to schedule the installation or removal.
- 6) Banners must be delivered to the City's Public Works Yard located at 11333 Harris Road, five (5) business days prior to the requested date of installation and must be picked up within two (2) working days of removal.
- 7) Every effort will be made to hang the banner when specified. On occasion, weather events or other issues may translate into a delay in hanging the banners. Staff and community safety is paramount.

- 8) Banners shall be left in place a minimum of one week and a maximum of 2 weeks.
- 9) In the event that a banner becomes significantly torn, damaged or detached from the pole, the banner shall be removed immediately. The City of Pitt Meadows accepts no responsibility for damaged banners.

## **5.2 Construction Specifications**

- 1) All banners must meet the Cross Street Banner Construction Specifications in (Schedule A).
- 2) Banners will not be displayed if these specifications are not met.

## **5.3 Application Process**

- 1) A Cross Street Banner Application, Schedule B attached, must be completed and submitted for approval to the City of Pitt Meadows Communications Department, at least four weeks prior to the requested installation date. Submit applications by emailing [communications@pittmeadows.ca](mailto:communications@pittmeadows.ca).
- 2) Applications will be reviewed on a first come, first serve basis. In the event of space limitations or conflicting applications, City sponsored events will take precedence.
- 3) Only one banner display period may be requested per application.
- 4) The City reserves the right to reject any application and/or banner that does not comply with this policy or in the circumstance when there is no available advertising display periods.
- 5) The applicant agrees to indemnify and save harmless the Corporation, its servants and agents against all loss, costs, actions, charges or damages which it may suffer or be put to and from and against all claims or actions which may be made or brought against the Corporation, its servants and agents, arising from the use of banners or from any non-compliance with or a violation of the terms of this policy and application and any schedules forming part of this policy or application.

## **5.4 Responsibilities**

- 1) The City of Pitt Meadows shall not be responsible for the cost of any damages resulting from banner installation, display and removal. The applicant shall indemnify the City for any potential liability.

- 2) It is the responsibility of the applicant to ensure their banner meets or exceeds the proposed guidelines and is in good condition prior to completing an application form.
- 3) Applicants are responsible for picking up and storing their banner when not in use. Banners that are not picked up within one week of being removed will be disposed of.

## 5.5 Schedules

- A. Cross Street Banner Construction Specifications
- B. Application for Cross Street Banner Display

## 6. Related Policies

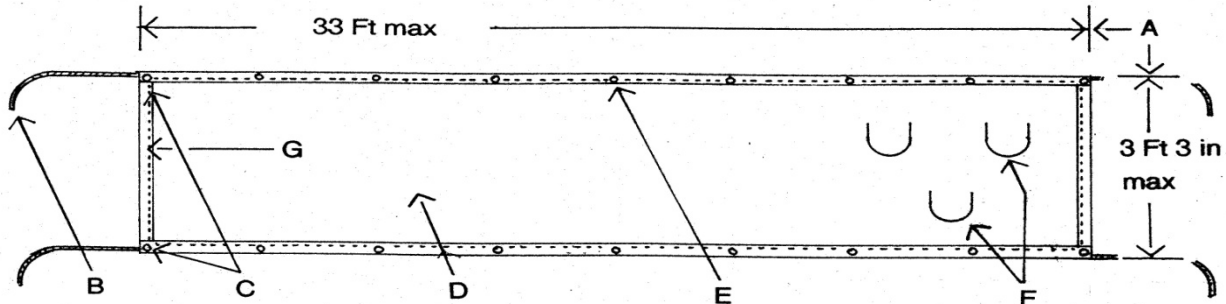
Other related policies include:

- (a) Policy C004 - Public Use of Municipal Billboards



### CONSTRUCTION SPECIFICATIONS

- A. Maximum banner size will be 1m x 10m (3'3" x 33').
- B. Rope to be sewn in top and bottom with 1m (3'3") extending beyond ends. Rope diameter to be 6.35mm (1/4") on banners 5m (5.5 yds) or less; 9.5mm (3/8") for banners over 5m (5.5 yds).
- C. Grommets to be 12.7mm (1/2") in all four corners and at approximately every 60 cm (24") along top and bottom edges (inside of sewn in rope). Banner substrate to be one of the following:
  - i. 210 denier, high tenacity nylon ①
  - ii. 13oz flexible vinyl ①
  - ① or equivalent
- D. Grommets at centre top and bottom.
- E. Wind relief cuts must be minimum 20.3cm (8") radius with a minimum of three (3) per 1m (3'3")
- F. 5cm (2") webbing reinforcement on both ends and minimum 2.5cm (1") webbing along top and bottom.



(Must be submitted a minimum of **four weeks prior** to requested display period).

Requests may also be emailed to [communications@pittmeadows.ca](mailto:communications@pittmeadows.ca)

Your personal information is collected under the authority of section 26(c) of the *Freedom of Information and Protection of Privacy Act* and will be used only for the purpose of processing your request. Questions about the collection, use or disclosure of this information may be directed to: Privacy Head, 12007 Harris Road, Pitt Meadows, BC, V3Y 2B5, 604.465.2462

Name of organization requesting banner: \_\_\_\_\_

Name of primary contact: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Dates requested for banner display: \_\_\_\_\_ to \_\_\_\_\_

Nature of event to be advertised: \_\_\_\_\_

**BANNER MESSAGE PLEASE PRINT CLEARLY**

The applicant agrees to indemnify and save harmless The City of Pitt Meadows, its servants and agents against all loss, costs, actions, charges or damages which it may suffer or be put to and from and against all claims or actions which may be made or brought against the City, its servants and agents, arising from the installation, display and removal of banners or from any non-compliance with or a violation of the terms of this policy and application and any schedules forming part of this policy or application and further that it will defend the City against any and all claims which may arise as a result of the installation, display or removal of the banner.

**SIGNATURE OF APPLICANT or DELEGATE** \_\_\_\_\_

**Date {DD/MM/YYYY}** \_\_\_\_\_

*It is the applicant's responsibility to ensure the banner is made exactly to specifications. If the banner is not made to these specifications, it may jeopardize the display, or its duration. It is the applicant's responsibility to have adjustments made if the banner is not correct.*