

POLICY 2024-03

TOWN OF CROSSFIELD STREET POLE BANNER POLICY

Purpose

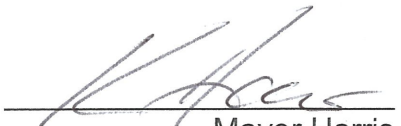
The purpose of this policy is to establish a program and guidelines for the application, approval, design, installation and maintenance of Street Pole Banners for external applicants to ensure a consistent process and the continued care of the Street Pole Banners.

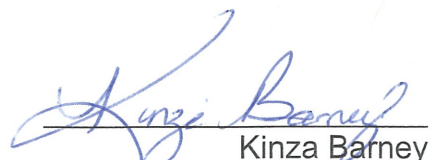
Policy

The Town of Crossfield identifies the benefit of Street Pole Banners to promote special events, attractions, or activities. The use of Street Pole Banners is intended to enhance and complement the community, community organizations and businesses of Crossfield.

As attached and titled Policy 2023-09 Street Pole Banner Policy.

Adopted this 16 day of April 2024


Mayor Harris


Kinza Barney
Chief Administrative Officer

1.0 Definitions

- 1.1 **Applicant** means an individual or party that has submitted a permit application under the Street Pole Banner Program.
- 1.2 **Chief Administrative Officer (CAO):** shall mean a person appointed to the position by Council.
- 1.3 **Special Event or Activity** is a one-time or irregularly occurring event outside the normal range of options that have a community benefit.
- 1.4 **Street Pole Banner or Banner** means a sign constructed of a pliable material, installed on a street pole / streetlight pole and displays a picture and/or message on a temporary basis.
- 1.5 **Streetlight Pole** means Fortis Alberta owned vertical street light poles in the public right of way.
- 1.6 **Town:** means the municipality of the Town of Crossfield, including employees and assigned contractors who conduct work, as approved by the Town.
- 1.7 **Town Personnel:** shall include but is not limited to: Directors, Supervisors, employees who are employed with the Town of Crossfield including the Administration and Operations Departments and contractors hired to provide a service for the Town of Crossfield.

2.0 Scope

- 2.1 The policy applies to the application, design, approval, installation, maintenance, and removal of banners placed on streetlight poles located in Town of Crossfield rights-of-way as identified in Schedule A and excludes those on regional roadways or provincial highway.

3.0 Guidelines

- 3.1 The Town will not display or permit to be displayed any Banners on Streetlight Poles that fall within one or more of the following categories:
 - a. Promote a political party or election candidate.
 - b. Promote alcohol, tobacco, and/or cannabis use.
 - c. Present demeaning or derogatory portrayals of individuals or groups.
 - d. Promoting, advertising or identifying business.

- e. Promoting any faith-based organization, lobbying groups/organizations, or other similar organizations.

3.2 Banners shall be designed to complement and not undermine the public community and surrounding area.

4.0 Responsibilities

4.1 The Administration department is responsible for coordinating the Street Pole Banner application and approval process.

4.2 The Administration department is responsible for reviewing all applications for Street Pole Banners.

4.3 Final Banner design must be approved by the CAO or their designate prior to production and installation.

4.4 The Operations department is responsible for installation, and removal of Street Pole Banners.

4.5 The Operations department will store and maintain Town owned banners.

5.0 Criteria and Procedures

5.1 Streetlight Pole Banner applications as identified within Scheduled B, will be reviewed, and processed on a first-come, first-served basis and must be submitted no less than 60 days prior to the requested installation date.

5.2 Banners may be removed at the discretion of the CAO or their designate.

5.3 The number of Banners that may be installed is dependent on the proposed location and is subject to approval of the CAO or their designate. Authorized Banner locations are outlined in Schedule A and subject to change as new development is constructed.

5.4 Future Street pole/streetlight location(s), which may be added by the Town, will be subject to the same criteria and procedures of this Policy.

5.5 All costs associated with design and production of the Banners, is at the sole expense of the applicant.

6.0 Installation, Maintenance and Removal

- 6.1 Banners may only be installed and removed by Town of Crossfield personnel or designate.
- 6.2 Banners are to be provided to the Town in the correct size and in ready to install condition as outlined in Schedule B. Banners that do not meet the Banner size requirements may result in the cancellation of the installation.
- 6.3 Banners must be delivered to the Town Office a minimum of ten (10) business days prior to the installation date.
- 6.4 The date and time of installation shall be at the discretion of Town personnel and is subject to workload, weather restrictions, staff resources and equipment availability.
- 6.5 Any Banners that become damaged, will be removed by Town personnel without prior notice to the applicant.
- 6.6 Banners shall be removed within five (5) days after the last day of the event.
- 6.7 The Town retains the right to remove Banners and change the location at any given time. Any Banner removed by the Town, under specified circumstances, will be stored for a period of no more than ten (10) business days for the Applicant to retrieve. If the Applicant does not retrieve their Banners within this timeframe, the Banners will be deemed abandoned and will be recycled or discarded.
- 6.8 The Town will be not responsible for storage of any Banners.

7.0 Liability

- 7.1 The Town will not be held liable for any damages to Banners arising from the display, installation, maintenance of removal of the Banners.

8.0 Policy Review

- 8.1 The Town is committed to ongoing monitoring and periodic review of this policy and related procedures, in collaboration with the Crossfield Chamber of Commerce and as determined by the CAO or their designate.

9.0 Schedules

9.1 Schedule A – Authorized Banner locations - Updated October 2023.

9.2 Schedule B – Street Pole Banner Application

Schedule A - Authorized Banner locations on Railway Street
Updated October 2023





Street Pole Banner Application Form Schedule B

Application Date: _____

Preferred Installation Date: _____ Removal Date: _____

Applicant Name: _____

Name of Organization: _____

Phone: _____ Email Address: _____

Purpose of installation: *A description of the event, activity or attraction including its purpose and an explanation of its benefits to the community.*

Banner Design: *A description of the banner design, including all colours, text and graphic content.*

OFFICE USE

Approved by: _____ Date: _____

(Print Name)

Signature

Railway Street Pole Banners must be:

- 23" x 61.25" with a 3.5" pocket on top and bottom with a grommet top and bottom below sleeve on inside
- Banner material, (the preferred pole banner material is vinyl)
- Double sided design
- A picture of the proposed banner design.