

Corporate Policy and Procedure



Policy No. 06-02-06
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Effective Date 1998 02 25
Supersedes 1990 06 25

TAB: CORPORATE ADMINISTRATION
SECTION: EVENTS
SUBJECT: BANNERS

POLICY STATEMENT Banner installations are 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.

PURPOSE Banner installations are not intended to be used as commercial advertising devices. However, the City of Mississauga recognizes that banners can be an effective means of promoting events. This policy provides specific criteria which must be met to ensure that banner installations meet the City's expectations regarding the purpose and nature of the banner, and public safety.

SCOPE This policy applies to all street banners, banner signs and pole banners installed within municipal rights-of-way and excludes those on regional roadways or provincial highways.

In addition to this policy, all banners must meet the requirements of the Sign By-law.

DEFINITIONS "Street banners" are banner signs which extend across a right-of-way, and are typically installed on poles within the boulevard.

"Pole banners" are advertising devices made of a non-rigid material that are attached to light standards, hydro poles or specialty banner poles.

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APPLICATION REQUIREMENTS

Applications for approval of banner installations may be made, in writing, to the Traffic Operations Section of the Transportation and Works Department. Applications will be processed on a first-come, first-served basis, and should be submitted at least six weeks prior to the installation.

The applicant must provide the following information:

- name and address of applicant organization;
- name and address of organization(s) deriving a benefit from the event (if different from applicant);
- name and address of party responsible for installation and removal of the banners;
- installation date and location;
- purpose of installation;
- dimensions of banner (pole banners installed on City-owned banner arms must be 700 mm (2.3 ft) X 1830 mm (6 ft) - banners within a BIA may have specific size and installation heights);
- type of banner material (the preferred pole banner material is vinyl); and
- method of installation.

The applicant must provide with the application:

- written permission from the owner of the property/pole to which the banner will be attached is required (applications for banner installations within Business Improvement Areas (BIA's) will not be approved without written authorization from the BIA);
- a Road Occupancy Permit (including proof of public liability insurance in the amount of at least 2 million dollars with the City of Mississauga as a named insured);
- two sets of drawings indicating text, symbols, graphics and colours of banners; and
- a refundable deposit to cover costs that may be incurred by the City for banner removals and/or repairs (street banner applications require a deposit of \$100.00; pole banner applications require a deposit of \$10.00 per pole).

PERMIT FEES

There are no permit fees for banner installations unless a corporate name or symbol appears on the banner. If a corporate name or symbol appears on a street banner, a non-refundable fee must be

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paid when the permit is issued. Fees are established by the Fees and Charges By-law.

BANNER CONTENT

Banners which convey a religious or political message, promote a political party or election candidate, promote tobacco use, present demeaning or derogatory portrayals of individuals or groups or contain anything which, in light of generally prevailing community standards is likely to cause deep or widespread offence, will not be permitted. Alcohol advertising will not be permitted in association with events geared to children or youth.

Recognition of corporate sponsorship, if any, must not exceed 20% of total banner area.

APPEAL PROCESS

Decisions regarding approval of applications may be appealed by deputation to Council.

INSTALLATION REQUIREMENTS

All installations, maintenance and removals are the responsibility of the applicant.

Banner installations will be allowed on roadways which are within non-residential districts, and on any arterial roadway. Banner installations must not obstruct the view of any pedestrian or motor vehicle driver or interfere with vehicular movement to a degree as to endanger any person, and must not interfere with any traffic sign or signal.

Banners are to be removed at the end of the permit period, failing which the City of Mississauga may remove the banner at the applicant's expense. Damaged or deteriorating banners must be removed or replaced within two working days following written or faxed notification from the City of Mississauga. If at any time a banner causes a safety hazard, the banner will be removed immediately by City staff without notice, at the applicant's expense.

Street Banners

Street banners may be installed for a maximum of 10 days and are permitted only on approved poles within the boulevard. Overhead clearance must be a minimum of 5 metres (16.4 ft).

Pole Banners

Pole banners may be installed for a period of 90 days, with renewals considered on a monthly basis. Pole banners may be

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installed only on banner arms approved by the City of Mississauga. Banner hardware installed by the applicant must be removed with the banners upon expiry of the permit.

Pole banners must be located at least 3650 mm (12 ft) above a sidewalk or have 4500 mm (14.8 ft) clearance above a roadway.

COMPLIANCE

Banners installed without a permit from the City, and banner installations which fail to meet the requirements of this policy or any other stated requirements of the City, will be removed immediately by City staff without notice, at the applicant's expense.

REFERENCE:

GC-147-98 - 1998 02 25

LAST REVIEW DATE:

April, 2003

CONTACT:

For more information, contact Traffic Operations, Transportation and Works Department.