

**THE CORPORATION OF THE
TOWNSHIP OF EDWARDSBURGH CARDINAL**

BY-LAW NO. 2023 - 38

“A BY-LAW TO ADOPT A STREET BANNER DISPLAY POLICY”

WHEREAS the Council of the Corporation of the Township of Edwardsburgh Cardinal recognizes the importance of banner displays within the Township; and

WHEREAS the Council of the Corporation of the Township of Edwardsburgh Cardinal wishes to provide a structured and consistent approach for considering eligible applicants requesting to display banners within the Township; and

WHEREAS the Council of the Corporation of the Township of Edwardsburgh Cardinal recognizes that banners can be an effective means to promoting civic, charitable or community orientated events and activities occurring in the Township; and


WHEREAS the Council of the Corporation of the Township of Edwardsburgh Cardinal deems it advisable to adopt a street banner display policy;

NOW THEREFORE the Council of the Corporation of the Township of Edwardsburgh Cardinal enacts as follows:

1. The Street Banner Display Policy attached hereto as Schedule “A” shall form a part of this bylaw.
2. That this by-law shall come into force and take effect on the date of passing.

Read a first and second time in open Council this 26 day of June, 2023.

Read a third and final time, passed, signed and sealed in open Council this 26 day of June, 2023.


Tory Deschamps (Jun 28, 2023 08:54 EDT)

Mayor



Clerk

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Street Banner Display Policy

1. Purpose:

1.1 The purpose of this policy is to outline the process for how street/utility pole banners and cross span street banners are displayed within the Township of Edwardsburgh Cardinal for the following intentions:

- a. To provide an opportunity and venue to promote civic, cultural, historical, charitable or community-oriented events and activities occurring in and around the Township which would be of interest to residents and visitors;
- b. To bring colour and beautify the Township and downtown cores;
- c. To increase local tourism and visitation to events, businesses, and other services;
- d. To bring awareness to various organizations and their causes.

2. Definitions:

"Council" – means the Council of the Corporation of the Township of Edwardsburgh Cardinal.

"Cross Span Street Banner(s)" – means banner signs which extend across the right-of-way and typically installed on specifically designated poles, which are currently only available in the Village of Cardinal.

"Street/Utility Pole Banner(s)" – means banners that are attached to the utility poles on specific banner installation bars (aka banner arms).

"Township" – means the Corporation of the Township of Edwardsburgh Cardinal and includes its geographical area.

"Township Staff" – means senior management staff employed by the Township.

3. Scope

3.1 This policy applies to banners being erected at the following Township owned banner facilities:

Cross Span Street Banner:

- a. On Bridge St., south of County Rd. 2 and north of the rail crossing.

Street/Utility Pole Banner:

- b. 2 banners in Cardinal – On west end of Dundas St., south of County Rd. 2

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- c. 2 banners in Johnstown – On Sutton Dr. near the South Edwardsburgh Community Centre
- d. 2 banners in Spencerville - One located near the intersection of Centre St. (County Rd. 21) and Spencer St. (County Rd. 44), and the second located near the intersection of Water St. and Spencer St. (County Rd. 44)

3.2 Cross Span Street Banner(s) shall be installed and removed on the prescribed and assigned poles by the Township and Township selected vendor at the cost of the applicant.

3.3 Street/Utility Pole Banner(s) shall be installed and removed by the Parks, Recreation & Facilities Department on the prescribed and assigned poles.

3.4 Banners are not intended to be used as commercial advertising devices; however, the Township recognizes that banners can be an effective means to promoting events which are organized and hosted by both public and private sectors.

4. Application Requirements

4.1 Applicants must apply to the Township at least four (4) weeks prior to the date requested for the installation of the cross-span street banner(s) and street/utility pole banner(s). The applicant must complete the application form, attached as Appendix A, including the applicants contact information, purpose of the banner(s), event dates, installation dates, and removal dates.

4.2 Applicants must provide a digital image/proof of the banner from the design company indicating overall design of the banner(s), text, symbols, graphics, and colours.

4.3 Applicants must provide sufficient number of street/utility pole banners (6 banners) to accommodate the 6 banners throughout the Township to promote a unified Township.

4.4 The banner(s) is to be delivered to the Township Office, located at 18 Centre St, Spencerville or another agreed upon location, within the same time period.

4.5 All banners must meet the design specifications outlined within Section 5 of this policy.

4.6 All Cross Span Street Banners and Street/Utility Pole Banners shall be purchased, paid for, and owned by the applicant.

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- 4.7** Maintenance and storage of banners is the responsibility of the applicant of the banner. The Township will not maintain or store any banner(s) beyond one (1) week from removal, and notification of such removal will be provided to the applicant.
- 4.8** The Township assumes no responsibility of the care, maintenance or condition of the banner approved and installed for display.
- 4.9** The Township assumes no responsibility for loss or damage to banners.
- 4.10** All approved banners requests shall be reserved on a first come first serve basis.
- 4.11** The Township staff will provide written confirmation approving the banner installation.

5. Design Specifications

- 5.1** The following are design and dimension specifications for the Street/Utility Pole Banners, with example diagram attached as Appendix B:
 - a. Banners shall be designed so that both sides of the banner surface contain a message. There shall be no "backside".
 - b. Banners shall be constructed from vinyl to ensure durability during the display period.
 - c. Banners shall be a minimum width of 20.5 inches to a maximum width of 24 inches.
 - d. Banners shall be a total of 48 inches in length/height with 4 inches at both the top and bottom to accommodate the banner arms.
- 5.2** The following are design and dimension specifications for the Cross Span Street Banners:
 - a. Banners shall be designed so that both sides of the banner surface contain a message. There shall be no "backside".
 - b. Banners shall be constructed from vinyl to ensure durability during the display period.
 - c. Dimension specifications shall be determined during consultation with Township Staff and Rideau St. Lawrence Utilities.

6. Banner Content

- 6.1** The visual images and written messages of the banner shall be within good taste and shall only be permitted to promote time-limited festivals,

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bring awareness to various organizations and their causes, promote civic, cultural, historical, charitable and community-oriented events and activities.

- 6.2** The following will not be permitted on banners which:
- a. Promote political party, election candidate, or any political views
 - b. Promote tobacco/cannabis/alcohol, tobacco/cannabis/alcohol products and/or their use
 - c. Promote pornography
 - d. Contains misleading, false, or limited opinion representation
 - e. Contains or implies inappropriate content or language
 - f. Contains or implies hatred, violence or violates protected rights
 - g. Presenting demeaning or derogatory portrayals of individuals or groups
 - h. Contain anything which, in light of generally prevailing community standards, is likely to cause deep and widespread offence.
- 6.3** Unless approved by the Township, it cannot contain or mimic the Township's or the Port of Johnstown's branding or content style.

7. Installation and Timeline Requirements

- 7.1** All Cross Span Street Banners are to be erected and dismantled by the Township and Rideau St. Lawrence Utilities only, at the cost of the applicant.
- 7.2** All Street/Utility Pole Banners are to be installed and dismantled by Township employees only.
- 7.3** All Cross Span Street Banners and Street/Utility Pole Banners shall be installed on designated poles only and will be allowed to hang for a maximum of two weeks; or as time permits.
- 7.4** If the banner causes safety hazards or is damaged, it will be removed as soon as possible, without notice.
- 7.5** Care is taken to have the banner installed as per the applicant's request; however, other factors such as traffic, weather conditions, and staffing may prevent that from happening from time to time.

8. Responsibility and Appeal

- 8.1** The Manager of Parks, Recreation & Facilities is responsible for the implementation and administration of the terms of this policy for the banner application, approving the banners and installation/removal of banners.

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- 8.2** Decisions regarding approval of applications may be appealed by the applicant to the CAO. If a resolution with the CAO cannot be found, the applicant may appeal to Council.

9. Indemnification

- 9.1** The Township of Edwardsburgh Cardinal will not be held liable or responsible for the condition of banner(s), damage to the banner(s), or damages caused by banner(s). All those seeking permission to hang a banner(s) (other than the Township and their respective departments) as provided herein shall sign an agreement, attached as part of Appendix A, as provided by the Township that holds the Corporation of the Township of Edwardsburgh Cardinal harmless and indemnifies them from any liability in the event the banner(s) causes damage to persons or property.

Appendix "A" Banner Display Application Form

Type and Condition of Donation(s): _____

I, the undersigned, hereby agree to hold and save harmless the Corporation of the Township of Edwardsburgh Cardinal, its officers, employees and officials from all claims or causes of action against the Corporation of the Township of Edwardsburgh Cardinal, because of injury or damage to property of others arising from the placement of a banner(s) of the undersigned and placed on, into or above property or premises of the Corporation of the Township of Edwardsburgh Cardinal.

Date _____

Manager of Parks, Recreation & Facilities _____ Date _____

Appendix "B"

