



City of Kelowna
1435 Water Street
Kelowna, BC V1Y 1J4
250 469-8500
kelowna.ca

Council Policy

Overhead Street Banner Installations

APPROVED September 27, 1994

RESOLUTION: R375/10/04/26

REPLACING: R1000/00/12/18; R337/1999/04/26; R1042/1994/09/27

DATE OF LAST REVIEW: April 2010

1. All banners strung across a city street shall follow these criteria:
 - a. The intention of the banner program is to help promote community occasions or events of a cultural or recreational nature, or display public service announcements.
 - b. Occasions, events or announcements shall be specific 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 will not be commercially oriented but will provide information and/or recreation to the community as a whole.
 - c. Recognition of any sponsorship cannot cover more than 20% of the banner surface area on each side.
 - d. A banner shall not promote a point of view or organization of a political, ethical or religious nature.
2. All banners must be designed as follows:
 - a. canvas or vinyl material only;
 - b. 13 mm (1/2") grommets placed every 914mm (3') installed in a fold at the top and bottom;
 - c. 205 x 255 mm (8 x 10") wind slits cut in a horseshoe shape every 914 (3');
 - d. Maximum banner height of 914mm (3');
 - e. Maximum banner length of 7, 925mm (26');
 - f. Minimum banner length of 6,096mm (20'), and banners shorter than 7,925mm (26') must also be supplied with rope to hang them properly.
3. The City of Kelowna will be responsible to erect and remove all banners.
4. The maximum time for which space can be reserved is fourteen (14) consecutive days for a specific event, not more than once in a four (4) calendar month period, unless approved by the Park Services Manager or designate.
5. Space can be reserved on a first come, first served basis, up to 12 months in advance of the event. All bookings are tentative until final approval of the banner design is received.
6. Persons or organizations wishing to reserve space are required to submit a written request to the City of Kelowna Park Services Branch, 1359 KLO Road, at least four (4) weeks prior to the installation date. The request shall include the following information:
 - a. desired date (s);
 - b. diagram of the proposed banner showing size, material, and wording;
 - c. the purpose of the event to be advertised.
7. City of Kelowna, after review of the request, will confirm in writing, either approval or rejection of the request.
8. Following approval of the banner, the administration fee, (along with a copy of the approval letter) must be paid at the Parks Office at least one week in advance of the installation date. The applicant is then required to bring the banner to the Parks Office. The applicant must also arrange to pick up the banner within one week of the removal date. The City is not responsible for lost, damaged, vandalized or stolen banners.
9. The Parks Department will endeavour to put the banners up and take them down on Mondays but emergencies will take precedence. If the banner is not installed, the administration fee will be refunded.
10. Banners will only be permitted at the following three locations:
 - a. On Ellis Street between Lawrence and Bernard Avenues
 - b. On Pandosy Street between Lawrence and Bernard Avenues
 - c. On Water Street between Lawrence and Bernard Avenues

11. The City of Kelowna reserves the right to reject any application and/or banner that does not comply with this policy.
12. Administration Fees: \$200.00 per/install plus applicable taxes.

REASON FOR POLICY

To cover cost of installation and administration time. Council supported that cost must come from the users or applied-for Council assistance.

LEGISLATIVE AUTHORITY

NA

PROCEDURE FOR IMPLEMENTATION

Banner installation requests are to be submitted, in writing, to the City Parks Department at least 4 weeks prior to the installation date. The procedure to be followed is outlined in the attached policy for installation of banners. If an organization is unable to pay the fee, they can approach Council for assistance, in which case the Parks Department prepares a report to Council with a recommendation for or against the request for funding assistance. If approved by Council, funds would be appropriated from Council Contingency.