

District of West Vancouver
POLICY

Title: Streetlight Banner
Division: Parks, Culture & Community Services
Policy Number: 0109
File Number: 0282-20-0109

1.0 Purpose

- 1.1 Streetlight banners are intended to enhance and complement the surrounding neighbourhood and natural environment, contributing to the overall quality of life in the community.
- 1.2 To provide a framework to guide the design approval, installation, maintenance, and removal of streetlight banners placed on street poles located on public property in the District of West Vancouver.

2.0 Scope

- 2.1 This policy applies to the design approval, installation, maintenance, and removal of banners placed on streetlights located on public property in the District of West Vancouver. The Design Guidelines are set out in Schedule A of this Policy.

3.0 Definitions

- 3.1 **Streetlight Banner or Banner** is defined as a lightweight display sign within the public right-of-way which is used for decorative and/or informative purposes installed on a streetlight on a temporary basis.
- 3.2 **Special Events or Events** are defined for the purposes of this Policy as assemblies or activities for community participation, or a significant potential audience ranging in time from hours to days, produced by the District, a non-profit organization, local community groups, businesses, or a combination of partnerships. The definition includes but is not limited to, community celebrations, festivals, concerts, and events like tournaments, foot and bicycle races, and fundraising functions.
- 3.3 **District** is defined for the purposes of the Streetlight Banner Policy as the District of West Vancouver Council and/or the authorized staff.

4.0 Goals

The goals of this Policy are to:

- a) define a process for considering and approving community streetlight banners in the public realm;

District of West Vancouver

POLICY

- b) create a process and procedure for approving the streetlight banner applications; and
- c) recognize the benefit of streetlight banners to the community.

5.0 Policy Statement

- 5.1 The District recognizes the benefit of streetlight banners to animate the community and to promote business town and village centres, special events, or activities consistent with the vision of the District. Promotion of these business town and village centres, events, or activities is intended to enhance and complement the surrounding neighbourhood and natural environment.
- 5.2 Streetlight banners may be permitted to promote civic, charitable, or community-oriented special events or occasions which are held to benefit the community at large; to enhance the identity of business town and village centres and neighbourhoods; and to create more dynamic and attractive public spaces.
- 5.3 The District reserves the right to reject any applications for streetlight banners that does not comply with District of West Vancouver policies, bylaws, or branding; and depict racism, personal discrimination, violence, or hatred. Banners shall not promote a point of view or organization of a political, ethical, religious nature, or directly encourage or exhibit obvious indifference to unlawful behaviour.
- 5.4 Streetlight banner applications must be made at least four months but not more than 12 months prior to the desired installation date. Applications must indicate preferred dates for installation and removal.
- 5.5 The District will make every effort to accommodate streetlight banner applications on availability and operational feasibility. Banner applications will be reviewed annually with priority given to national events such as Canada Day (June/July), and Remembrance Day (November); and events produced by the District such as Bridge Festival (May/June) and Harmony Arts Festival (July/August). Banner Allocation Guidelines are outlined in Schedule A.
- 5.6 The three-month period from mid-November to end of January is reserved exclusively for banners reflecting winter season related designs, local areas, events, or activities that align with winter season streetscape decorations.
- 5.7 Organizations requesting to install streetscape decorations throughout the year will be considered on an individual basis.
- 5.8 An application may be approved for the same banner design for up to two consecutive years without the need to re-apply. Applicants must confirm annually their interest to install for the second year.
- 5.9 No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the event. In such cases, no more than 25% of each banner area shall be used for the name and logo of the sponsor.
- 5.10 All West Vancouver streetlight banners require District approval through the streetlight banner application process. Details regarding design requirements and authorized locations are set out in Schedule B and C, respectively.

District of West Vancouver

POLICY

- 5.11 Banners shall be designed to complement and not detract from the surrounding neighbourhood and natural environment.
- 5.12 The number of streetlight banners that may be installed is dependent on the proposed banner locations and subject to the approval of the District. Streetlight banner locations are identified in Schedule C.
- 5.13 Where multiple applications are received for the same installation areas, the District may only approve a portion of the installation request.
- 5.14 An applicant may request installation of banners on streetlights where mounting hardware is not installed based on approval of the District. The applicant will be responsible for the full costs of the mounting hardware and installation. The mounting hardware shall then become the property of the District.
- 5.15 Streetlight banners may be hung for a maximum of sixty (60) days, per event or activity, depending on the demand for banner locations. Requests for extension may be made in writing to the District.
- 5.16 The full cost of the production of the banners is the responsibility of the applicant and the applicant retains ownership of the banners.
- 5.17 Banners may only be installed, maintained, or removed by the District or approved designate, paid for on a fully cost recoverable basis by the applicant.
- 5.18 Banners may be removed prior to completion of the authorized installation without prior notice at the discretion of the District.
- 5.19 The applicant must pay all associated fees prior to the installation of the banners.


6.0 Authority

- 6.1 Authority is delegated to the listed designates for the requirements of this Policy:
 - a) The Integrated Special Events Team, a collaborative group of members of staff representing the following departments will review all applications on a first come-first served basis with priority given to events produced by the District and provide a recommendation for final consideration to ensure compliance with the District's policies, bylaws, and branding:
 - Blue Bus
 - Bylaw & Licensing Services
 - Community Relations & Communications
 - Economic Development
 - Engineering & Transportation
 - Financial Services
 - Fire & Rescue Services
 - Parks, Culture & Community Services
 - West Vancouver Police
 - b) Final approval will be granted by the:
 - Director, Parks, Culture & Community Services;
 - Director, Community Relations & Communications;

District of West Vancouver
POLICY

- Director, Engineering & Transportation Services; and
- Economic Development Staff.

7.0 Approval

Approved by	<input type="checkbox"/> CAO	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2021/04/26	
Council minutes eDocs # (Council Policies only)	4242293	
Council report eDocs # (Council Policies only)	3860559	
Signature		

8.0 Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Related procedure	<input checked="" type="checkbox"/> Yes (0282-20-0110)	<input type="checkbox"/> No
Date of last review	n/a	

SCHEDULE A

DISTRICT OF WEST VANCOUVER BANNER ALLOCATION GUIDELINES

To provide District staff with guidelines and criteria for the allocation of streetlight banners on District streets, at public facilities, and in parks.

Streetlight Banner Partner User Group

The Streetlight Banner Partner User Group will provide input and advice on the streetlight banner space allocation and other related streetlight banner matters, as identified by the Cultural Services Manager.

a) Representation

The Streetlight Banner Partner User Group shall be comprised of:

- the Cultural Services Manager and other District staff as required;
- one representative from District community partner organizations: West Vancouver Foundation, Coho Festival;
- one representative from each local business association: Ambleside Dundarave Business Improvement Association (ADBIA), Horseshoe Bay Business Association, Park Royal Shopping Centre, and the West Vancouver Chamber of Commerce; and
- if required, one representative from other banner user organizations/groups (e.g. West Van Run).

The respective organizations shall appoint their representatives. The Cultural Services Manager will invite District staff.

b) User Group Objectives

The Streetlight Banner Partner User Group shall meet in January of each year to review the annual calendar and make recommendations about the streetlight banner allocations for a two-year period starting April annually. Banners are permitted for up to two years before applicants must re-apply for consideration.

If throughout the year the District receives requests for banner installations, and after the annual calendar has been scheduled, requests will be considered if space is available.

The Senior Manager, Cultural Services (or designate) will consider the recommendations of the Streetlight Banner User Group and finalize the annual calendar.

Criteria for Banner Allocation

Where there are competing requests for banner space allocations, the following criteria will be used:

- a) Order of Priority:
 1. District produced events and initiatives
 2. Events of national significance
 3. Partner organizations that have agreements with the District and are hosting events, programs, and initiatives
 4. Other community events, programs, or initiatives that bring benefit to the residents of West Vancouver and support District priorities
- b) Neighbourhood Impact: Banners deliver key messages and can inform and influence residents and visitors. Banners that support residents and businesses and have a strong connection to the local area will be given priority.
- c) Historical Use and Allocation: Previous allocations will be used as a factor to determine priority provided that continued need can be demonstrated by the user group.
- d) Past Performance: Past performance of each organization impact priority given when requesting a streetlight banner allocation. Organizations with a long-standing reputation for responsible use of the streetlight banner program will have higher priority. Examples that may impact future streetlight banner allocations include, but are not limited to, inconsistent use of previous allocations, late payments, inappropriate conduct, or ignoring policies.
- e) Maximizing Use of the Streetlight Banners: When two requests are received for the same area for the same duration, only a portion of the requested timeframe and location may be approved or another area with streetlight banners may be recommended.

Appeal Procedure

An organization wishing to appeal an allocation decision should do so in writing to the Director, Parks, Culture & Community Services.

All appeals will be reviewed by the Director (or his/her designate). Following a review, a response will be provided within two weeks of receipt of the appeal.

SCHEDULE B

DESIGN GUIDELINES

The following guidelines are for reference purposes only. The District must approve all designs and specifications prior to production.

Materials

Materials should be selected for durability and dimensional stability such as recycled banner textile (Echotex), 200 Denier Nylon Fabric, or Vinyl/Vinyl Mesh. The use of recycled material is encouraged. A material sample shall be provided upon request to the District.

Colours

- Vivid and contrasting colours are preferred with enough value (light and dark) separation to provide reasonable legibility under different light conditions.
- Colour pigments or dyes should be selected for exterior applications and be resistant to fading or colour bleeding.
- Colours should be bold and able to stand out when viewed at a distance.

Graphics/Streetlight Banner Content

Streetlight banner content should graphically convey the message of the event or purpose in a simple manner using bold colours.

- Banners are hung over the sidewalk or 'house side' and should be designed accordingly.
- Text must be of a legible size for easy readability at a distance.
- There needs to be a minimum four (4) inch clearance of text and images at top and bottom of banner to accommodate pole sleeve.
- No commercial advertising is allowed, except in cases where a sponsoring entity's name is part of the event. In such cases, no more than 25% of the surface of the banner area shall be used for the name and logo of the sponsor.
- Streetlight banner content shall be subject to review and approval.

Streetlight Banner Dimensions

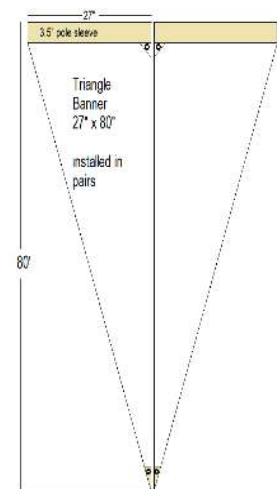
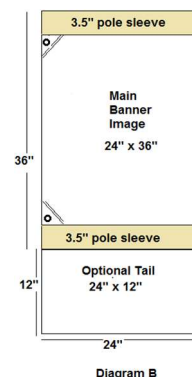
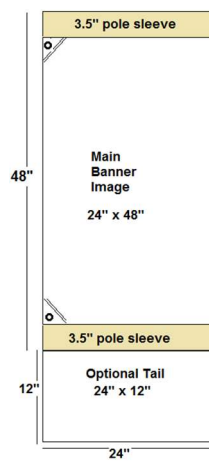
Depending on location, streetlight banners are one of three sizes. See Schedule B for detailed location and size chart.

- 24 inches wide (horizontal) x 48 inches high (vertical)
- 24 inches wide (horizontal) x 36 inches high (vertical)

Rectangular banners have an optional 24 inches wide (horizontal) x 12 inch high (vertical) tail.

- 27 inches wide (horizontal) x 80 inches high (vertical) – installed in pairs

Gussets and grommets required at top and bottom of each banner.



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SCHEDULE C

AUTHORIZED STREETLIGHT BANNER LOCATIONS

Location	Size in inches	Number of banner arms
Ambleside Landing - Near Ferry Building Gallery	24x48	4
Spirit Trail in Ambleside Park	24x48	36
Bellevue Avenue - 13th to 17th Street	24x48	20
Marine Drive - Taylor Way to Pound Road	24x48	34
Marine Drive - Pound Road to 13th Street	24x48	37
Marine Drive - 13th to 19th Street	24x48	62
14th Street - Marine Drive to Clyde Avenue	24x48	1
15th Street - Argyle Avenue to Duchess Avenue	24x48	8
16th Street - Bellevue Avenue to Duchess Avenue	24x48	3
17th Street - Bellevue Avenue to Duchess Avenue	24x48	1
18th Street - Argyle Avenue to Marine Drive	24x36	1
Centennial Sea Walk	27x80	80
Marine Drive - 24th to 25th Street *(Dundarave)	24x36	34
25th Street - Dundarave Park to Marine Drive	24x36	3
Gleneagles Community Centre Parking Lot	24x48	6
Horseshoe Bay - Royal Avenue & Bay Street	24x48	15