

District of West Vancouver
POLICY

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

1. Purpose

- 1.1 To provide a framework to guide the approval process for the installation of streetlight banners placed on street poles within the public right-of-way.

2. Scope

- 2.1 This policy applies to individuals, non-profit organizations, business associations, businesses, local community groups, event organizers, and District staff; seeking to install streetlight banners within the District of West Vancouver and outlines the permitted uses, application criteria, content restrictions, and design standards.

3. Definitions

- 3.1 **Streetlight Banner or Banner** is defined as a lightweight fabric display sign within the public right-of-way which is used for decorative and/or informative purposes installed on a streetlight pole on a temporary basis.
- 3.2 **Special Events or Events** are defined for the purposes of this Policy as assemblies or activities designed for community participation, or a significant audience for durations ranging from hours to days. These events may be produced by the District, a non-profit organization, local community groups, businesses, or partnerships. Examples include community celebrations, festivals, concerts, tournaments, foot and bicycle races, and fundraising activities.
- 3.3 **District** is defined for the purposes of this Policy as the District of West Vancouver Council and/or authorized staff.

4. Policy Statement

- 4.1 The District recognizes the benefit of streetlight banners and permits the installation as a tool for fostering community engagement, enlivening public spaces, and promoting business in town and village centres, as well as special events and activities aligned with the District's vision. The use of streetlight banners is intended to enhance and complement the surrounding neighbourhood and natural environment.
- 4.2 The District reserves the right to reject any streetlight banner application that does not comply with District policies, bylaws, or branding standards. This includes banners that depict racism, discrimination, violence, or hatred. Banners shall not promote a point of

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view or organization of a political, ethical, religious nature, nor directly encourage or exhibit obvious indifference to unlawful behaviour.

- 4.3 Streetlight banners may not be installed in locations where it restricts access or visibility of regulatory or warning street signage and shall not impede vehicular traffic.
- 4.4 No commercial advertising will be permitted, except in cases where a sponsoring entity's name is associated with the event. In such cases, the sponsor's name and logo may occupy no more than 25% of each banner area.
- 4.5 Streetlight banners shall be designed to complement the surrounding neighbourhood and natural environment, ensuring they enhance rather than detract from the area.
- 4.6 The number of streetlight banners that may be installed is dependent on the proposed banner locations and is subject to District approval.

5. Authority

- 5.1 Final approval will be granted by the:
- Director, Community Relations & Communications or designate; and
 - Director, Engineering & Transportation Services or designate; and
 - Director, Parks, Culture & Community Services or designate.

6. Related Policies or Procedures

- 6.1 Streetlight Banner Procedure 0110

7. 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	<u>[Original signed by Mayor]</u> MAYOR	

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Replaced by	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
Replacement date	2024/11/18	
Council minutes eDocs # (Council Policies only)	5780058	
Council report eDocs # (Council Policies only)	5727287	
Replacement description	Updated to better define the framework for considering and approving community streetlight banners in the public realm.	
Signature	<i>[Original signed by Mayor]</i> MAYOR	

8. 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	2024	