

District of West Vancouver
PROCEDURE

Title: Streetlight Banner
Division: Parks, Culture & Community Services
Procedure Number: 0110
File Number: 0280-20-0110

1. Governing Policy

- 1.1. This procedure is associated with Streetlight Banner Policy 0109.

2. Scope/Application

- 2.1. This procedure applies to individuals, non-profit organizations, business associations, businesses, local community groups, event organizers, and District staff in applying for approval for the installation of streetlight banners within the District of West Vancouver.

3. Procedure

- 3.1. All streetlight banners in West Vancouver require District approval through the application process. Design requirements and authorized locations are detailed in the Streetlight Banner Guidelines.
- 3.2. A streetlight banner application must be completed and submitted with any applicable fees at least four months and no more than 12 months before the desired installation date.

The application must include the following items:

- A description of event/venue or activity for banner installation;
- Preferred installation and removal dates;
- Preferred banner locations, as defined in the Streetlight Banner Guidelines; and
- The proposed banner design, including all colour, text, and graphic content, as outlined in the Streetlight Banner Guidelines.

Approval will be based on these criteria:

- Compliance with Streetlight Banner Policy 0109; and
 - Completeness of application.
- 3.3. Applications will be considered in the order in which they are received, with priority given to District-produced events and events of national significance, such as: West Vancouver Community Cultural Fest (May/June), National Indigenous Peoples Day (June), Canada Day (June/July), Harmony Arts Festival (July/August), and Remembrance Day (November). This priority applies regardless of the date applications are received.

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- 3.4.** The three-month period from mid-November to the end of January is reserved exclusively for banners reflecting winter season related designs, local area events, or activities that align with winter season streetscape decorations.
- 3.5.** Approval of submitted applications are not guaranteed. In cases of multiple applications for the same date range, the District banner allocation criteria outlined in the Streetlight Banner Guidelines will be applied.
- 3.6.** Applicants will receive written confirmation of approval or denial within four weeks of application receipt.
- 3.7.** A banner design and installation dates may be approved for up to two consecutive years without the need to re-apply. Applicants must confirm their interest in installation for the second year.
- 3.8.** Applicants are responsible for the full cost of banner production, as well as for cleaning and repairing banners upon removal. Applicants retain full ownership of the banners.
- 3.9.** Applicants may request installation on streetlights without existing mounting hardware, subject to District approval. Applicants will bear the costs for mounting hardware and installation, which become District property.
- 3.10.** Banners must be delivered to an agreed District location at least ten business days prior to the installation date.
- 3.11.** Banners may only be installed and removed by the District or approved designate, paid for on a fully cost recoverable basis by the applicant.
- 3.12.** Banners may be displayed for a maximum of 60 days, per event or activity, depending on demand for banner locations. Requests for extension may be submitted in writing to the District.
- 3.13.** The District is not responsible for any damage to banners while displayed on District property.
- 3.14.** Banners may be removed before the end of the authorized installation period to address unforeseen circumstances; such as necessary street work, temporary film productions, or if a banner poses a hazard. This removal will occur without prior notice at the District's discretion.
- 3.15.** Removed banners must be picked up within seven days unless otherwise agreed upon. The District assumes no responsibility for unclaimed banners, which will be discarded or recycled after 30 days.

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4. Approval

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| Approved by | <input type="checkbox"/> Municipal Manager | <input checked="" type="checkbox"/> Mayor and Council |
| Approval date | 2024/11/18 | |
| Council minutes eDocs # (Council Procedures only) | 5780058 | |
| Council report eDocs # (Council Procedures only) | 5727287 | |
| Signature | <u><i>[Original signed by Mayor]</i></u> MAYOR | |

5. Additional Information

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|----------------------------|---|---|
| Category | <input checked="" type="checkbox"/> Council | <input type="checkbox"/> Administrative |
| Date of last review | 2024 | |