

The Corporation of the Town of Cobourg

MOTION

Date: May 22, 2018

No. 145-18

Moved by: John Wendenham      Seconded by: Debra McCarthy

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WHEREAS the Committee of the Whole considered a Memo from the Municipal Clerk/Manager of Legislative Services, regarding the Town of Cobourg Municipal Banner Display Policy.

NOW THEREFORE BE IT RESOLVED THAT Council receive the Staff report, entitled "Town of Cobourg Municipal Banner Policy" LEG-PW1; and FURTHER THAT Council enact the Municipal Banner Policy to provide a structured and consistent approach for granting eligible organizations requesting to display banners within the Town of Cobourg and to outline the guidelines and requirements for displaying banners on Municipal property as outlined in the Memorandum of understanding attached hereto as Appendix 'A'.

## Appendix "A"



### CORPORATION OF THE TOWN OF COBOURG

<b>Division:</b> Corporate Services	<b>Effective Date:</b>
<b>Department:</b> Legislative Services	<b>Approval Level:</b> Council
<b>Policy Title:</b> Banner Display- Operations	<b>Section #</b> 3-1 <b>Policy #</b> LEG-ADM23

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#### Purpose

To provide a structured and consistent approach for granting eligible organizations requesting to display banners within the Town of Cobourg and to outline the guidelines and requirements for displaying banners on Municipal property.

#### Policy

##### 1. PROVISIONS

- 1.1 Eligibility for the displaying of banners in the Town of Cobourg include:
  1. Banners promoting charitable organizations or their related functions/activities;
  2. Activities of a non-commercial nature; and
  3. Municipal sponsored functions and events.
- 1.2 All banners shall be installed and removed by the Public Works Department on the prescribed and assigned poles provided by the Town of Cobourg attached this policy as Appendix "A".
- 1.3 All banners must represent or promote local non-profit or cultural, historical, recreational civic events or activities or particular interest or benefit to the greater Town of Cobourg community.
- 1.4 Banners shall not be used for commercial advertising or to advertise or promote political candidates or issues.

##### 2. REQUESTS AND APPLICATIONS

- 2.1 Any organization or agency wishing to place/hang a banner within the Town of Cobourg in designated areas shall complete an application and submit the application to the Town of Cobourg Legislative Services Department.



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- 2.2 Upon determination by the Legislative Services Department that:
- 1) The Banner Application is complete;
  - 2) The organization or agency applying for the proposed banner, meets the eligibility criteria listed within this policy; and
  - 3) All applicable fees have been received, the Legislative Services Department shall approve the application if deemed eligible provided the timeframe requested for the banner does not conflict with that of a banner previously approved by the Town of Cobourg.
- 2.3 Once an application has been reviewed and accepted by the Legislative Services Department, a completed listing of all applications will be generated and forwarded to General Government Services for final review and recommendation to Municipal Council.
- 2.3 Any applicant whose application is denied by the Legislative Services or General Government Services on determination of ineligibility may appeal to Municipal Council, who shall consider the matter at a Council Meeting whose decision shall be final and binding.
- 2.4 All Town of Cobourg Departments wishing to reserve banner locations and dates shall do so in the first week of October. All DBIA Banners (within the DBIA District) wishing to reserve a banner location and dates shall do so by application in the first week of October. A schedule for the upcoming year of Town of Cobourg and Downtown Business Improvement Area (DBIA) banners shall be established by the Legislative Services Division.
- 2.5 All eligible organizations and agencies banner requests shall be reserved on a first come first serve basis and sent to the Legislative Services Department no later than October 30<sup>th</sup> of each calendar year through the banner application process with the Legislative Services Department of the Town of Cobourg.



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### 3. REQUIRMENTS

#### 3.1 Banner Specifications:

- Grommets must be steel, all other grommets will not be accepted;
- Banner material must be outdoor scrim vinyl: 18 oz minimum, 23 oz maximum
- Thread material must be outdoor marine grade;
- Banners over 27" in width must have wind vents; and
- Banners shall have a nylon belt woven across the fold top and bottom 18 oz minimum, 23 oz maximum.
- Banners proposed for downtown and the two (2) Elgin Street intersections shall be 20" wide X 71" high.

3.2 Approved banners shall be installed by the Public Works Division for a four (4) week period immediately prior to the date of a specific event. However if there are no other requests for banner installation, a banner may be displayed for a longer period of time at the discretion of the Town of Cobourg, giving consideration to significant municipal/community events.

3.3 All approved banners shall be permitted in the Downtown and at the Elgin Street, Division Street and Elgin Street, Burnham Street intersections, on poles already fitted with banner arms.

3.4 Banners are to be delivered to the Town of Cobourg Public Works Office by 11:00am on the Friday of the week prior to the scheduled time the banner(s) is to be hung.

3.5 Maintenance and storage of banners is the responsibility of the owner of the banner. The Town of Cobourg will not maintain or store any banner(s) beyond one (1) week from removal, and notification by the Division of such removal to the owner.

### 5. FEES

5.1 A permit fee shall be charged to hang banners in the Town of Cobourg, which shall be paid in full prior to the hanging of any approved banner by Public Works. All fees shall be approved through the Town of Cobourg Fees and Charges Schedule.



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## 6. INDEMNIFICATION

6.1 The Town of Cobourg will not be held liable or responsible for the condition of banners, damage to a banner, or damage caused by any banner. All those seeking permission to hang a banner (other than the Town and their respective departments) as provided herein shall sign an agreement as provided by the Town of Cobourg that holds the Corporation of the Town of Cobourg harmless and indemnifies them from any liability in the event the banner causes damage to persons or property.

### Scope

This policy shall apply to groups, organizations, Municipal Departments, charitable groups making requests to the Town of Cobourg to display banners.

### Administration

The Chief Administrative Officer hereby designates the Director of Public Works or designate to implement and administer the terms of this policy and shall establish related operating procedures as required.

### Cross Reference

Policy #

Procedure #

Resolution #	Revision Description:	Signature/Municipal Clerk:  _____	Council Approval Date:
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# Appendix "A"

