

Policy Title: Banners

Policy Number: 06-02-06

Section:	Public Relations	Subsection:	Events
Effective Date:	July 8, 2020	Last Review Date:	December, 2020
Approved by:	Council	Owner Division/Contact:	Traffic Management Section, Transportation and Works Department

Policy Statement

Banner installations are permitted for the promotion of civic, charitable or community-oriented events which are held to benefit the community at large, affiliated community groups, registered charities or other similar not-for-profit groups.

Purpose

Banner installations are not intended to be used as commercial advertising devices. However, the City of Mississauga recognizes that banners can be an effective means of promoting events. This policy provides specific criteria which must be met to ensure that banner installations meet the City's expectations regarding the purpose and nature of the banner and public safety.

Scope

This policy applies to all Street Banners and Pole Banners installed within municipal rights-of-way and excludes those

- On regional roadways or provincial highways, and
- Reserved for exclusive use by the City of Mississauga, currently defined as the Civic Centre Area

In addition to this policy, all banners must meet the requirements of the Sign By-law.

Definitions

For the purposes of this policy:

“Civic Centre Area” means the area bounded by Princess Royal Drive, Duke of York Boulevard, City Centre Drive and Living Arts Drive.

“Pole Banners” are promotional devices made of a non-rigid material that are attached to light standards, hydro poles or specialty banner poles.

“Street Banners” are banner signs which extend across a right-of-way and are typically installed on poles within the boulevard.

Application Requirements

Applications for approval of banner installations may be made, in writing, to the Traffic Services and Road Safety Section of the Transportation and Works Department. Applications will be processed on a first-come, first-served basis and should be submitted at least six weeks prior to the installation.

Banner applications that involve only the Civic Centre Area may be considered from groups affiliated with the City in accordance with the Community Group Registry Program policy; however, the City shall receive ‘first right of refusal’.

All other exceptions must be approved by the Commissioner of Transportation and Works.

Information Required

The applicant must provide the following information:

- Name and address of applicant organization
- Name and address of organization(s) deriving a benefit from the event (if different from applicant)
- Name and address of party responsible for installation and removal of the banners
- Installation date and location
- Purpose of installation
- Dimensions of banner (pole banners installed on city-owned banner arms must be 700 mm (2.3 ft.) X 1830 mm (6 ft.) - banners within a business improvement area (BIA) may have specific size and installation heights)
- Type of banner material (the preferred pole banner material is vinyl), and
- Method of installation

Additional Requirements

The applicant must provide with the application:

- Written permission from the owner of the property/pole to which the banner will be attached (applications for banner installations within BIA's will not be approved without written authorization from the BIA)
- A Road Occupancy Permit (including proof of public liability insurance in the amount of at least 2 million dollars, with the City of Mississauga as a named insured)
- Two sets of drawings indicating text, symbols, graphics and colours of banners, and
- A refundable deposit to cover costs that may be incurred by the City for banner removals and/or repairs (refundable deposit amounts are established by the Road Occupancy, Lot Grading, Municipal Services Protection Deposit By-law)

Permit Fees

There are no permit fees for banner installations unless a corporate name or symbol appears on the banner. If a corporate name or symbol appears on a Pole Banner or Street Banner, a non-refundable fee must be paid when the permit is issued. The fees are as follows:

- a) Deposit for Pole Banners - \$500.00 per permit
- b) Deposit for Street Banners - \$500.00 per permit

Banner Content

The following will not be permitted. Banners which:

- Promote a political party or election candidate
- Promote tobacco and/or cannabis use
- Present demeaning or derogatory portrayals of individuals or groups, or
- Contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence

Alcohol advertising will not be permitted in association with events geared to children or youth.

Recognition of corporate sponsorship, if any, must not exceed 20% of total banner area.

The Traffic Services and Road Safety Section will consult with the applicable City department/division prior to banner installation, if required, to ensure the banner design and content align with this Corporate Policy and enhance the public streetscape.

Appeal Process

Decisions regarding approval of applications may be appealed by deputation to Council.

Installation Requirements

All installations, maintenance and removals are the responsibility of the applicant.

Banner installations will be allowed on roadways which are within non-residential districts and on any arterial roadway. Banner installations must not obstruct the view of any pedestrian or motor vehicle driver or interfere with vehicular movement to a degree as to endanger any person and must not interfere with any traffic sign or signal.

Banners are to be removed at the end of the permit period, failing which the City of Mississauga may remove the banner at the applicant's expense. Damaged or deteriorating banners must be removed or replaced within two working days following written notification from the City of Mississauga. If at any time a banner causes a safety hazard, the banner will be removed immediately by City staff without notice, at the applicant's expense.

Street Banners

Street Banners may be installed for a maximum of 10 days and are permitted only on approved poles within the boulevard.

Overhead clearance must be a minimum of 5 metres (16.4 ft.).

Pole Banners

Pole Banners may be installed for a period of 90 days, with renewals considered for an additional 90 days.

Pole Banners may be installed only on banner arms approved by the City of Mississauga. Banner hardware installed by the applicant must be removed with the banners upon expiry of the permit.

Pole Banners must be located at least 3650 mm (12 ft.) above a sidewalk or have 4500 mm (14.8 ft.) clearance above a roadway.

Compliance

Banners installed without a permit from the City, and banner installations which fail to meet the requirements of this policy or any other stated requirements of the City, will be removed immediately by City staff without notice, at the applicant's expense.

Revision History

Reference	Description
GC-147-98 - 1998 02 25	
December 03, 2012	Scheduled policy review. Banner Content - removed reference to disallowing religious or political advertising
May 17, 2016	Scheduled review - admin revision to reflect current practices
March 28, 2018	Housekeeping to rename Community Group Support Program to Community Group Registry Program.
Council Resolution 0229-2020 – 2020 07 08	Revised to move permit fees from the Road Occupancy by-law to the policy.
May 18, 2021	Revised to include that cannabis promotion is not permitted on banners. Aligns with Advertising and Sponsorship in the City policy.

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