

City of Vancouver Banner Program

The banner program is administered by the Streets Activities Branch. In March of 2004, City Council approved a number of changes to the existing banner program.

- i) No additional application or rental fees are charged to not-for-profit community events that acknowledges corporate sponsorship on their street banners.
- ii) To allow special event organizers to install signs across streets for a short term preceding and during their events, provided the design and installation procedures are approved by the General Manager of Engineering Services, and; provided the event organizer has received permission from the FEST (Festival Expediting Staff Team) Committee to do so.

Application Procedure

- (1) Please read the attached banner policy. (Application forms for banners and flags are found in the last 2 pages of this documentation.)
- (2) Complete and sign the attached application and forward to the City of Vancouver, Street Activities Branch:

Email: street.activities@vancouver.ca

Mailing Address: City of Vancouver, Engineering Services
Street Activities Branch, Banner Program
320 – 507 West Broadway
Vancouver, BC, V5Z 0B4

- (3) Two color drawings of the banner design/s (either in paper (8 ½” x 11”) or electronic file (JPEG or PDF format) shall be included with the application to start the approval process.
- (4) On the basis of the banner design, the attached policy and location availability, your application will be approved, amended or declined and you will be notified in writing via email, or by telephone.
- (5) If the application is approved, the applicable processing fee and rental fee must be paid in full prior to installation. The cheque shall be made payable to the City of Vancouver.

For any further information, please contact the Street Activities Branch, street.activities@vancouver.ca or phone 3-1-1 (Outside of Vancouver 604-873-7000).

City of Vancouver Banner Policy

Application

The following groups are permitted to have commercial content and/or third party sponsorship in their banners hung in the street right-of-way:

- not-for-profit events and organizations, including local business associations; and
- commercial events and organizations

Special event organizers are allowed to install signs across streets for a short term preceding and during their events, provided the design and installation procedures are approved by the City Engineer, and provided the event organizer has received permission from the FEST (Festival Expediting Staff Team) Committee to do so.

Application Fee

Banners with commercial content and/or logos: A \$200 (plus tax) application fee shall be charged for banners with commercial content and/or logo hung in the street right-of-way, with the following exceptions:

- not-for-profit community event group: Application fee is waived
- not-for-profit promoting group: Application fee and rental fee are reduced by 50%

Banners without commercial content and/or logos: No application fee will be charged.

Not-for-profit events and organizations must be registered as not-for-profit societies in British Columbia or government, and use the banner space for the purpose of promoting a charitable, public or special community event to take advantage of the reduced rate or waived fee.

Commercial Content

Subject to the conditions outlined below, the City of Vancouver may permit the display of the company logos, or other text and graphics on the street banners relating to commercial events and organizations. The purpose of the content will be to help the groups promote local public events or to decorate the streetscape. The commercial content must be incidental to the overall banner design. Local business associations must display their banners within their business area, or the banners will be considered commercial.

Any corporate recognition or other commercial content on any banner will not exceed 20% of the total area of the banner. This may be located on a separate banner tab. The logo of a non-profit group or local business association is not considered commercial.

It is at the discretion of the General Manager of Engineering Services as to what is considered commercial content. It is not the intention of the City to permit a banner that solely advertises a product or service. Generally, commercial content would be considered to include text or logos that involve the promotion on behalf of a for-profit organization or event. The General Manager of Engineering Services may refer specific proposals to Vancouver City Council for approval.

Monthly Rental Fee

Banners with commercial content and/or logos: A \$20 per banner monthly rental fee shall apply to banners with commercial content and/or logos hung in the street right-of-way, with the following exceptions:

- not-for-profit community event group: Application fee is waived
- not-for-profit promoting group: Application fee and rental fee are reduced by 50%

Installation and Removal

The applicant is required to hire a qualified contractor to install and remove banners. Please note that the installation Contractor should be a qualified contractor with proper training to work in proximity to the energized electrical power lines.

The **maximum banner display time is two (2) years**, equivalent to the actual average banner life, subject to approval.

During these two (2) years (or less, as the case may be) of banner display, the applicant will be responsible for the maintenance of these banners meeting City of Vancouver banner standards. Maintenance would include replacing banners damaged by wind and other unforeseen causes, and; replacing prematurely deteriorated banners that have excessive color fading and/or fabric failure.

The City will remove the damaged or prematurely deteriorated banners, and invoice **100%** cost of this work to the Applicant, under the following conditions:

- a) If the damaged banners are deemed to be a safety concern by the General Manager of Engineering Services.
- b) If the prematurely deteriorated banners are not replaced or removed by the Applicant after fourteen (14) days from the City's notification by telephone call, email or correspondence.

Damaged / deteriorated unsafe banners will be removed by the City and returned to the banner owner.

The Applicant will select a private contractor to install/remove banners on City streets, who agree to the following conditions.

- The installation application and banner design are approved by the General Manager of Engineering Services.
- Workers for this Contractor have B.C. Workers' Compensation Board coverage; Worksafe BC compliance.
- Workers for this Contractor have certifications to indicate that they are capable of installing banners near live electrical wires, on trolley and/or street lighting poles. The Applicant/Contractor needs to follow relevant utility operation and maintenance standards/guidelines (CMBC, City of Vancouver, Communication Companies, etc.) and contact the relevant organization directly for any issue/concern.
- Contractor provides proper traffic control during banner installation, as per the directions given by the City's Traffic Management Branch.
- Contractor has commercial general liability insurance of not less than five million dollars (\$5,000,000) per occurrence inclusive for personal injury, with the City of Vancouver officials and staff as additional insured's.
- Commitment to replace or to remove these banners, maximum two (2) years from the initial installation date.
- Commitment to maintain these banners during the maximum two (2) display years, as previously described.

General Terms

Not-for-profit groups will be given priority for the reservation of the City banner space.

The General Manager of Engineering Services may refuse any application based on the banner design, sponsor or otherwise.

Banners may be removed during the authorized period of use when required by the General Manager of Engineering Services for safety or operational reasons, or if banners become damaged or deteriorated. The applicant **will pay** for the City's cost related to the removal. The City will attempt to notify the applicant prior to the removal, but cannot guarantee this.

Any other terms and conditions deemed necessary in the City's interest may be required by the General Manager of Engineering Services.

The applicant agrees that it will indemnify and save harmless the City of Vancouver and its officials, officers, employees, servants and agents from all costs, losses, damages, compensation and expenses (including Counsel fees) of any nature whatsoever suffered or incurred by the City and sustained or caused by the applicants banners, and from all claims, demands, suits and judgments against the City and its officials, officers, employees, servants and agents.

Banner Construction Specifications

All banners shall be made of a Dupont Type 66 Bright Nylon; thread not less than no.16 cotton thread or 3/25 if cotton-terylene; thickness of 200 to 210 Denier. The City has found that a Dupont Type 66 Bright Nylon, 210 Denier nylon high tenacity materials works well.

The attached drawing provides the banner construction details. Depending on the poles that the hardware is attached, there are varying banner sizes such as 27x54, 32x60, 32x72 and 32x80 inches. The City will determine which size of banner is to be used.

Banners that are hung across streets are to be approved by the FEST Committee and the General Manager of Engineering Services.

The banner design and materials must be approved by the General Manager of Engineering Services prior to installation.

The banner design shall have artistic content with high quality, aesthetically pleasing, vibrant and colorful.

If banner design has images and/or faces of professional models, the applicant shall have a written agreement and/or contract with said models.

Also, any changes to the banner design and materials must be approved by the General Manager of Engineering Services. The applicant should ensure that applications are submitted with sufficient time allowed for the required approvals.

Banner Hardware

Banner hardware can be installed in most locations. The City charges currently / presently a non-refundable flat fee of \$500 per pole (plus TAX and 15% Administration fee), with two sets of hardware and galvanized pipe. This cost includes supply and installation of banner hardware.

The banner hardware remains the property of the City.



**City of Vancouver
Banner Application Form**

Please print clearly

Applicant / Organization Name: _____

State the purpose of the organization: _____

Event being promoted: _____

Contact/s name: _____

Phone #: _____ Fax #: _____ Cell #: _____

Address: _____

E-mail address: _____

Non-Profit Society Registration Number (if applicable) S# _____

Bridge Name/s _____	Total poles _____
Street Name _____ From St _____ To St _____	Total poles _____
Street Name _____ From St _____ To St _____	Total poles _____
Street Name _____ From St _____ To St _____	Total poles _____

Banner Artwork / Design: Attached? To follow at a later date?

Is there existing banner hardware? (Yes / No) Total no. of poles _____ Total no. of banners _____

Installation Date: _____ Removal Date: _____ Total Days _____

Name of the Installation and Removal Contractor: _____

Contact Number of Contractor/s: _____

Banner material made of: _____

If this application is approved, our organization agrees to pay 100 % of the initial banner installation and removal cost, and; to pay 100% for the banner replacement. I understand that the City of Vancouver has the right to reject this application.

Signature of Authorized Representative

Date

City of Vancouver Approval

Date



City of Vancouver
Flag Application Form

Please print clearly

Applicant / Organization Name _____

State the purpose of the organization: _____

Event being promoted: _____

Contact/s _____

Phone #: _____ Fax #: _____ Cell #: _____

Address: _____

E-mail address: _____

Non-Profit Society Registration Number (if applicable) S# _____

Location(s) of 5 Flag Islands:

- | | | | |
|--|--------------------------|---------------------------------|--------------------------|
| 1. City Hall (12 poles) | <input type="checkbox"/> | 3. Denman & Davie (12 poles) | <input type="checkbox"/> |
| 2. Nicola @ W. Pender & Georgia (12 poles) | <input type="checkbox"/> | 4. Fraser & Kingsway (12 poles) | <input type="checkbox"/> |
| | | 5. Main & Terminal (8 poles) | <input type="checkbox"/> |

Total no. Poles _____ Total no. Flags _____

Flag Artwork / Design: Attached To follow at a later date

Installation Date _____ Removal Date _____ Total Days _____

Installation / Removal done by: _____

Flag Specifications: 200 Denier Nylon; 27" x 54" - Grommet & Eyelet

I understand that the City of Vancouver has the right to reject this application. Our organization hereby agrees to pay 100 % of the installation and removal costs.

Signature of Authorized Representative

Date

City of Vancouver Approval

Date
