



Township of Uxbridge

Community Banner Policy

1. PURPOSE

- 1.1. This Policy will set out the guidelines for the installation of Community Service Banners on existing banner hardware throughout the Township.

2. GOALS

- 2.1. The goal of this Policy is:
 - to define the process and criteria for obtaining authorization to place Community Service Banners; and
 - to define the roles and responsibilities of the parties involved in the placement of Community Service Banners.

3. DEFINITIONS

- 3.1 Community Service Banner: a vinyl banner installed on existing hardware within the Township.
- 3.2 Special Interest Group: includes, but is not limited to, a charitable organization or not-for-profit community group.

4. GENERAL

- 4.1 The Township will permit the installation of Community Service Banners at the request of charitable organizations and non-profit community groups and for Township purposes, as scheduling permits and at the discretion of the Director of Community Services.
- 4.2 The banners can advertise events such as:
 - Charitable fundraising campaigns;
 - Heritage, arts and cultural celebrations;
 - Civic promotions;
 - Community events – charitable or sponsored by the Business Improvement Area (BIA) or Township; or
 - Public awareness campaigns.
- 4.3 The Township will not accept banner proposals and/or banner designs that:

- Endorse views or ideas that promote discrimination, contempt, or hatred. The purposes, practices and banner proposals of applicant groups must be consistent with the *Human Rights Code* and the Township of Uxbridge's Equity, Diversity and Inclusion Blueprint;
 - Represent politically-based parties, organizations or individuals;
 - Conflict with the Township's values or those that are deemed to impact negatively on the Township's brand identity;
 - Advertise or endorse tobacco, alcohol, marijuana, pornography, weapons or other life-threatening products;
 - Endorse views and ideas that are likely to promote discrimination, contempt, or hatred for any person on the basis of race, national or ethnic origin, citizenship, religion, age, gender, marital status, family status, sexual orientation, disability, political affiliation, economic status or level of literacy;
 - Are contrary to the provisions set out in the Township of Uxbridge's Symbols of Hate Policy; or
 - The primary purpose of the banners is to promote a business or commercial enterprise.
- 4.4 Banner proposals submitted to the Township for approval must meet certain eligibility criteria, including compatibility with the provisions of municipal, provincial, and federal laws, as well as in accordance with rules and regulations administered by the Township's by-laws.
- 4.5 The installation of Community Service Banners is exempt from the requirements of the Sign By-Law and the Road Occupancy By-Law.
- 4.6 Community Services Staff will inform and coordinate the review of banner requests with the Office of the CAO, in conjunction with other flag raisings or proclamations.
- 4.7 Special Interest Group banners shall be hung for a period of not more than eight (8) weeks.

5. GUIDELINES

- 5.1. The four corners of Toronto Street and Brock Street shall be the only eligible location for the installation of Special Interest Group banners not already included in the banner schedule. Further, this area will not be available during the Remembrance Day banner period. The maximum number of Special Interest Group banners is 4.
- 5.2. Existing BIA and Township banners shall continue to be hung on banner hardware located on Brock Street E & W, Toronto Street N & S, and in the hamlets, in accordance with the established banner schedule.

- 5.3. Banners hung pursuant to the Township's Honour Our Veterans Banner Program shall be exempt from the restrictions of this policy and shall continue to operate in accordance with the established Honour Our Veterans Banner Program Guideline Booklet.
- 5.4. Banners will be located within the BIA district and in the Township hamlets.

Specifications

- 5.5. All banners must be constructed of a lightweight material (vinyl). Prior to acceptance for installation, all banners will be inspected to ensure that they meet the following specifications:
 - Banner fabric: 23 oz vinyl
 - Banner size: 60.5" by 27"
 - Banner fabrication: 4.5" flat loop hem top and bottom with double stitching, reinforced webbing top and bottom, and grommets top and bottom
 - Banner: 2-sided design.
- 5.6. Applicants are responsible for dropping off banners at the Uxbridge Arena & Recreation Centre.
- 5.7. The Township contractor will install, remove, store, clean and repair banners.

Procedure for Installation

- 5.8. Requests for installation must be submitted on the designated Township request form to the Community Services Department.
- 5.9. Requests for installation will be accepted on a first come, first served basis and shall be subject to scheduling availability.
- 5.10. The Directors of Community Services or Public Works, or designates, reserve the right to modify the dates and/or duration for Community Service Banner placement at their sole discretion and will advise the affected organization or group at the earliest opportunity if changes are required.
- 5.11. All messages on the banners must be approved by the Director of Community Services or the appropriate Department Head prior to approval of the application.
- 5.12. The Community Service Banner(s) must be delivered to the Township Uxbridge Arena & Recreation Centre at least two (2) weeks prior to the date of installation.
- 5.13. The Director of Community Services will coordinate the installation and removal of all Community Service Banners with the Public Works department.

- 5.14. Dependent on Staff availability and additional equipment requirements for certain locations, the Township's contractor will be hired to conduct the installation and removal of all banners.
- 5.15. Community applicants will be charged the actual cost for the installation and removal of Banners. After the banner installation is complete, an invoice will be issued to the applicant and the funds owing shall be made payable to the Township.

Liability and Responsibility

- 5.16. The Township will accept liability for any incidents related to the installation of banners. Therefore, the Township reserves the right to ensure the banners are stringently inspected and installed in compliance with their specifications.

Date in Effect

- 5.17. This Policy shall come into effect as of January 1, 2024.