



Town of Whitby Policy

Policy Title:	Banners Raised on Town Owned Highways
Policy Number:	MS 450
Reference:	Council Resolution #307-18
Date Approved:	September 17, 2018
Date Revised:	Not applicable
Approval:	Council
Point of Contact:	Commissioner of Public Works

Policy Statement

The Town of Whitby is committed to ensuring that any banners raised on Town owned Highways are done so in support of a Council approved banner program or a Town supported banner program as may be required by law.

Purpose

The purpose of this policy is to identify Council approved Banner Programs through which banners may be raised on Town owned Highways and to meet the expectations of the Town regarding the nature and intent of the banner being installed.

Scope

This policy applies to the raising of banners on Highways owned by the Town of Whitby and excludes those on regional or provincial highways and properties reserved for the exclusive use by the Town of Whitby.

Notwithstanding, banners may be raised on the portion of Highway 12 / Baldwin Street between Roybrook Avenue and North Street.

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1. Definitions

- 1.1 **“banner”** is a long strip of material with an image and/or writing on it, which is attached to a pole or elevated support.
- 1.2 **“Highway”** is as defined in the Highway Traffic Act, R.S.O. 1990, c. H.8, as amended from time to time.
- 1.3 **“Town Highway”** is a Highway that is owned or exclusively used by The Corporation of the Town of Whitby, and also includes that portion of Highway 12/Baldwin Street between Roybrook Avenue and North Street (notwithstanding its registered ownership).

2. Responsibilities

- 2.1 Council to:
- Approve new banner programs and changes to existing programs.
- 2.2 Commissioner of Public Works to:
- Administer Council approved banner programs and budget accordingly.
 - Approve administrative adjustments to banner programs as required which do not impact the contents of this policy, including but not limited to banner servicing, installation, specifications, and associated fees.
 - Ensure adherence to this policy and any respective procedures.
- 2.3 Corporate Communications to:
- Create content and procure supply of Downtown Banners.

3. Administration

- 3.1 Only banners related to a Council approved banner program or those which may be required by law shall be displayed on a Town Highway.
- 3.2 The Commissioner of Public Works may complete updates to Appendices attached to this policy as banner locations change from time to time.

4. Installation and Removal

- 4.1 Banners shall only be installed in designated banner locations approved by the Town where approved span wires, anchors and/or a support system are permanently in place.

- 4.2 Anyone completing banner work must comply with the regulations contained within the Employment Standards Act, 2000, the Occupational Health and Safety Act, and any other legislative requirements, as amended from time to time.

5. Downtown Banners Program

- 5.1 The downtown banners program supports the Town's commitment to the beautification efforts and revitalization of Downtown Whitby and Downtown Brooklin.
- 5.2 The banners in this program operate on a bi-annual rotation starting in mid-March and mid-November.
- 5.3 Banners shall be replaced by the Town every 3-5 years depending on deterioration caused by weather, age or vandalism.
- 5.4 Any banner associated costs shall be assessed by the Commissioner of Public Works and budgeted accordingly.

6. Honour Our Veterans Banner Program

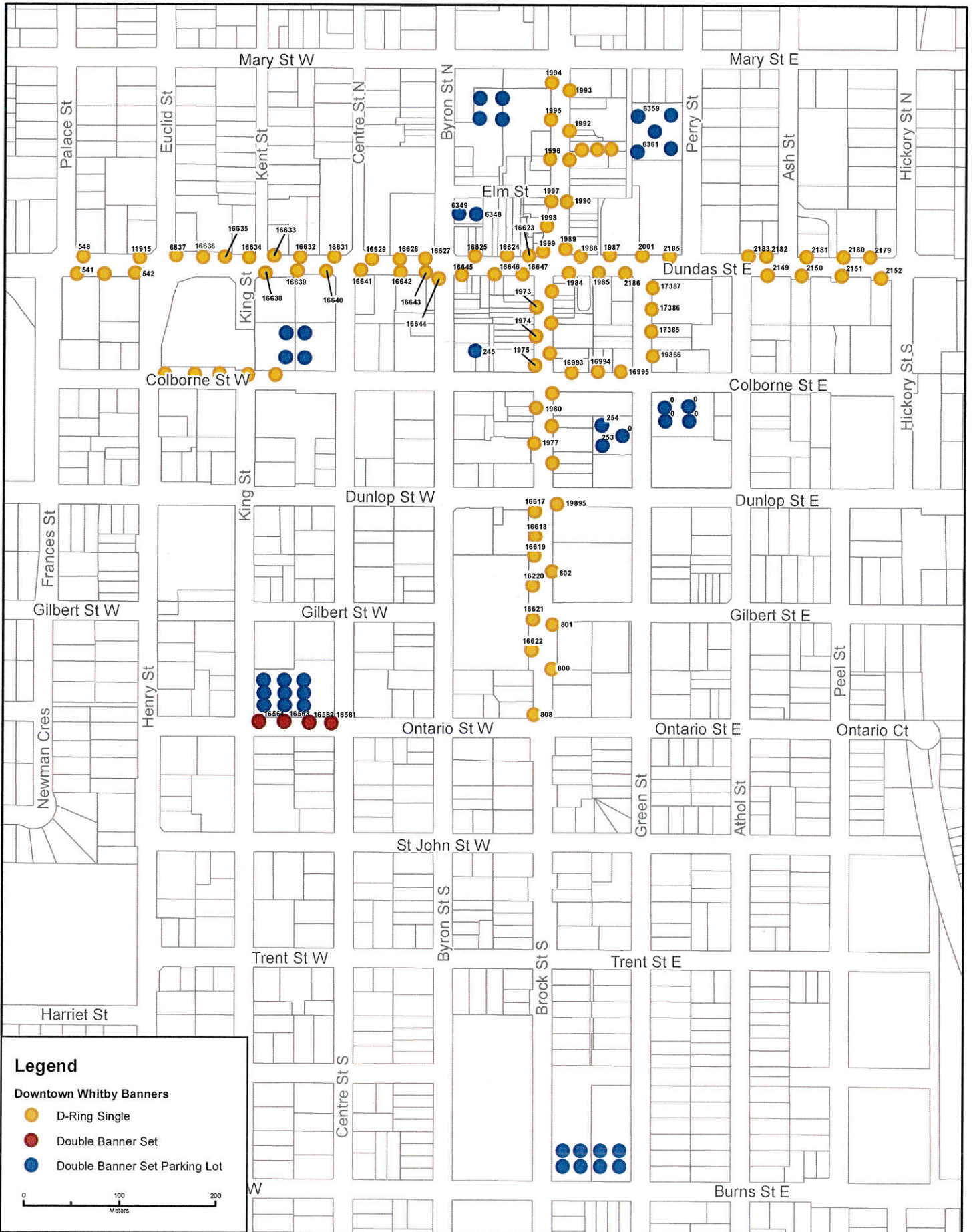
- 6.1 The Honour Our Veterans Banner Program is a Town-supported project with the Royal Canadian Legion Branch 112 Whitby and Branch 152 Brooklin which pays tribute to all Canadian and Allied veterans and active service members.
- 6.2 Honour our Veterans banner locations are available in Downtown Whitby and Downtown Brooklin and may be displayed between October 1 and November 12, pending weather and workload, each year.
- 6.3 The costs associated with the banner purchases and/or replacements shall be solely funded by the Legions, unless the Town is directly responsible for damaging a banner in such a manner that it cannot remain displayed. The Town shall cover the costs associated with the installations and removals of banners.
- 6.4 The Town shall review interest in the program each year with the Legion and will provide a set number of locations for the banners in each downtown. By September 1 of each year, the Legion must indicate to the Town the expected number of banners being sponsored, provided that Town resources may accommodate the request.
- 6.5 Due to infrastructure limitations, the Town reserves the right to limit the number of banner locations and installation timing.
- 6.6 The Legion will be responsible for any maintenance costs and storage required of banners raised through this program. Banners are to be delivered to the Town of Whitby Public Works Department by September 24 each year for installation.

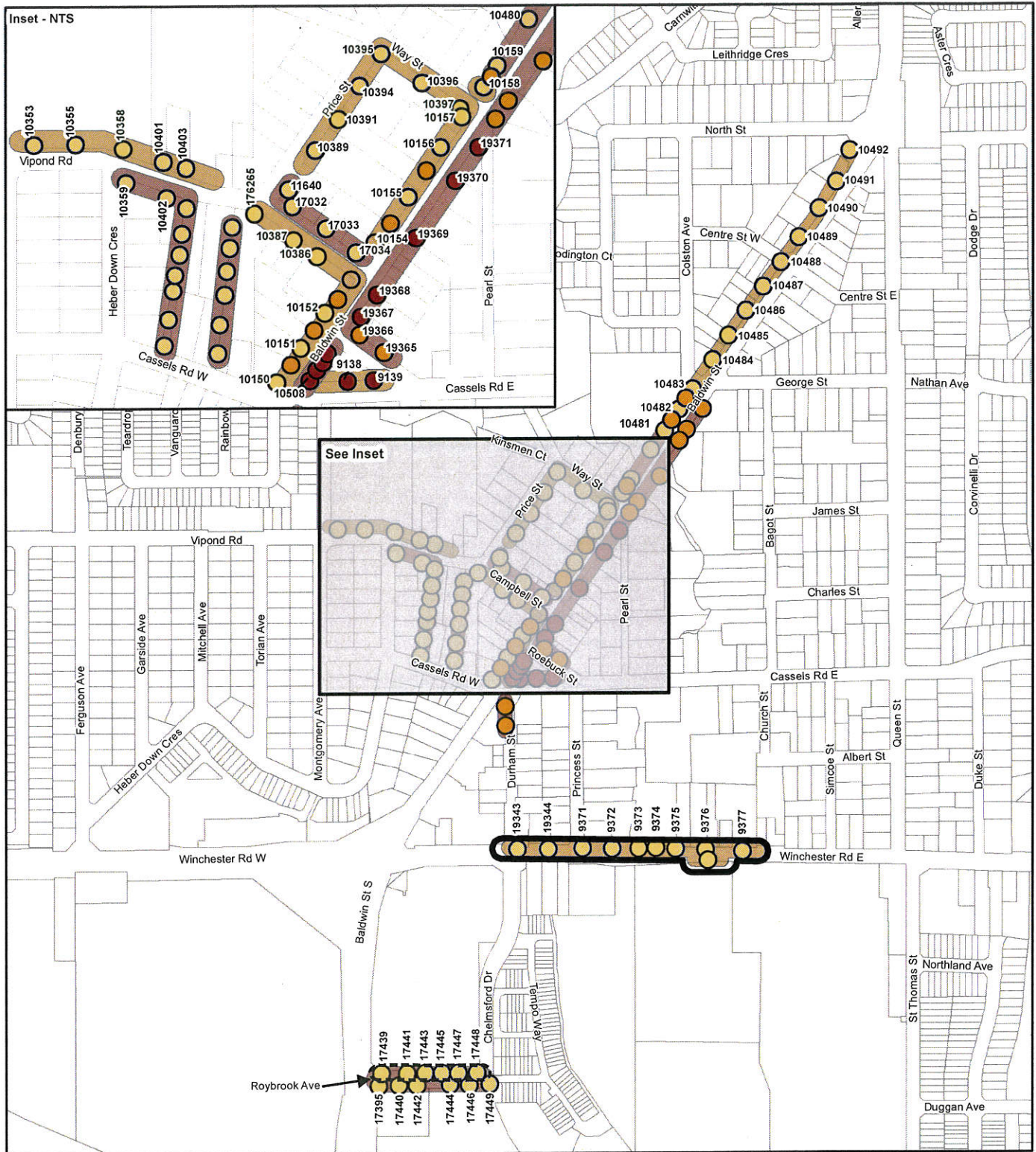
Appendices

Appendix 1 Downtown Whitby Banner Locations

Appendix 2 Downtown Brooklin Banner Locations

This Policy is hereby approved by Council Resolution #307-18 on this 17th day of September, 2018.





Downtown Brooklin Banners

Legend

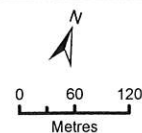
- Parcel Fabric
- Potential Expansion Area
- Only Legion Banners

Responsible Party

- Contractor
- Town of Whitby

Brooklin Banners 2016

- 'D' Ring Single
- 'D' Ring Banner Set
- Double Ended Banner Set Marker Pole



Date: January 2018
 NAD83 UTM Zone 17N
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