



Owen Sound

STANDARD POLICY

S.P. NO: CS54

PAGE NO. 1 OF 7

DATE: July 21/99

SUBJECT: SIGNAGE ON MUNICIPAL ROAD ALLOWANCES FOR COMMUNITY SPONSORED CHARITABLE OR NOT-FOR-PROFIT EVENTS HELD AT CITY FACILITIES

**DEPARTMENT: Community Services
DIVISION: Planning**

COUNCIL AUTHORITY OR STAFF APPROVED:
Approved by Council July 5, 1999 June 5, 2000; April 4, 2003, July 11/07, April 20, 2009, By-law 2013-030

NEW:
REVISED: X
DATE: Feb 11/13

PURPOSE:

This Policy recognizes Regional, Event and Recognition signage opportunities with the following general principles:

1. Signage is one of many important vehicles to create interest and inform the public of Community events and programs.
2. Community groups should have equal access to the public signage program and will be financially responsible for the cost of individual event signs and banners.
3. All signage shall be consistent in look, location and message to minimize clutter and enhance aesthetics so as to maintain value in the signage.
4. The Operations Department is responsible for placement of public signage including banners and steel-framed entrance signs and replacing white recognition signs in the main panels of the blue entrance signs subject to any fees and costs to the City being paid by community groups.
5. The City's website will be enhanced over time to provide mapping and directional capability for events.

REGIONAL SIGNS:

Includes opportunities to use sign advertising outside the City to identify tourism and cultural events and icons using private billboards, Provincial TODS Signs (including area profile signs) and other private signs.

Regional signage opportunities may be purchased with approval from City Council. Approval shall include an agreement with the sign provider and a description of the type and design of the sign.

EVENT SIGNS:

Include opportunities to advertise short-term events or functions operated, sponsored or supported by the City.



Owen Sound

STANDARD POLICY

S.P. NO: CS54

PAGE NO. 2 OF 7

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The City will be active in maintaining and development its event signage program under three (3) areas:

1. Corporate entrance signs with white changeable message (Summerfolk, Festival of Northern Lights, Downtown, Celtic Festival etc.) on the main signage boards within the recognition signage program.
2. Banner poles at the three main highway entrances (subject to capital budget), and cross street banner poles downtown, all subject to policies that follow.
3. Event sandwich boards for events at Bayshore Community Centre, Kelso Beach. Coliseum/Victoria Park, Inner Harbour/Visitor Centre, Downtown and Harrison Park subject to policies that follow.

In addition any group can request signage or banners on a public road allowance directly to Council providing details on the design, location and duration of the signs or banners.

RECOGNITION SIGNAGE:

The City will be active in maintaining and developing signage that recognizes key public facilities within the community in the following ways:

1. Public directional signage program with blue finger signs identifying public facilities of cultural, historical and recreational purposes.
2. Signage recognizing the main key location of a particular local hero, event or similar activity or person at the recognized and accepted location of that which is being recognized. (Kelso Beach - Home of Summerfolk).
3. Directional signs for significant recreation attractions within fifteen (15) km. of Owen Sound (e.g. Cobble Beach).
4. A significant recreation attraction is generally defined as one that :
 - Attractions must receive a least 5,000 visitors annually
 - There is an initial fee and an annual fee for these two(2) signs, as set out in the Fees and Charges By-law, as amended from time to time.



Owen Sound

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S.P. NO: CS54

PAGE NO. 3 OF 7

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Where recognition signage is to occur at a specified location, the City may participate as a full or partial partner with the organizing group subject to a detailed proposal being considered by City Council outlining the event, activity or person to be recognized, the location, design of the recognition sign, the financial contribution of the group, and reasons in support of the proposal.

POLICIES FOR EVENT SIGNAGE:

Sandwich Board Signs

1. As defined in the City's Sign By-law are permitted to advertise a Community event provided they are no larger than 0.56 square metres (6 sq. ft.) sign area per sign face
2. The City may maintain a supply of sandwich board frames for rent to groups to advertise Community events. Sandwich board signs not rented from the City are to be made of wood, plastic or similar material paid for by the applicant.
3. Portable signs are not permitted.
4. The sign must contain wording describing the event and a directional arrow only. Signs with fluorescent letters or flashing lights are not permitted. Groups renting metal frames from the City shall be required to supply artwork and shall pay the full cost of the artwork.
5. Signs may be placed three days prior to the event and are to be removed one (1) day following the event. Removal of rental signs shall be completed by the City Operations Departments.

Sandwich Board Sign Locations:

Signs may be permitted at specific locations based on the location of the event as follows:



Owen Sound

STANDARD POLICY

S.P. NO: CS54

PAGE NO. 4 OF 7

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EVENT LOCATION	EAST SIDE	DOWNTOWN	WEST SIDE
Kelso Beach	10 th Street & 9 th Ave. E. 16 th Street & 9 th Ave. E.	10 th Street & 2 nd Ave. W.	10 th Street & Alpha St. 10 th Street & 1 st Ave. W. 14 th Street & 2 nd Ave. W.
Harry Lumley Bayshore Community Centre	10 th Street & 9 th Ave. E.	10 th Street & 3 rd Ave. E.	10 th Street & Alpha St.
Coliseum Victoria Park	10 th Street & 9 th Ave. E.	10 th Street & 2 nd Ave. E.	16 th Street & 9 th Ave. E. (east side)
CN Lands	10 th Street & 9 th Ave. E.	10 th Street & 1 st Ave. E.	10 th Street & Alpha St.
Downtown	10 th Street & 9 th Ave. E.	8 th Street & 9 th Ave. E. (east side) 6 th Street E. (base of hill)	10 th Street & Alpha St.
Harrison Park	6 th Street & 9 th Ave. E.	6 th Street and 2 nd Ave. E.	10 th Street & 2 nd Ave. E. (east side)

For each location above an additional sign at 16th Street East and 9th Avenue East may be permitted.



Owen Sound

STANDARD POLICY

S.P. NO: CS54

PAGE NO. 5 OF 7

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SPECIAL EVENT BANNERS – OVERHEAD

The organization/applicant must complete a Street Occupation Permit from the City of Owen Sound Operations Department – Engineering Division and pay the Street Occupation Permit fee as set out in the Fees and Charges By-law, as amended from time to time. This application requires specific \$2,000,000 public liability and property insurance coverage naming the City of Owen Sound safe and harmless of any claims as a result of the use of the banner locations.

Banner locations are Downtown cross street banner poles. These banner locations are owned by the City of Owen Sound and are under the care and control of the City's Operations Department.

The organization/applicant must make the date(s) when the event is to be held clear. The banner locations can be booked a minimum of one (1) month prior to the date of the event and must be removed within forty-eight (48) hours following the event. Flexibility and discretion is used depending on other users or applications for these banner locations.

Operations Department staff must approve the banners made by the organization/applicant to ensure the banners are properly constructed. The organization/applicant shall be responsible for all costs relating to designing and manufacturing banners to the satisfaction of the City.

Once the application has been approved, fee paid and liability insurance certificate provided to the City of Owen Sound, the applicant/organization must make all necessary arrangements through the Operations Department approved contractor to erect/remove the banners at the time specified. The cost to erect/remove the banners is paid for by the organization/applicant directly to the City's Operations Department approved contractor.



Owen Sound

STANDARD POLICY

S.P. NO: CS54

PAGE NO. 6 OF 7

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SPECIAL EVENT BANNERS- CITY FENCES

The organization/applicant must complete a Special Event Banner Permit Application from the City of Owen Sound Community Services – Building & By-law Division. This permit will be a registry system to control the number of signs and when and where they are placed. There is no fee for the application.

This application requires specific \$2,000,000 public liability and property insurance coverage naming the City of Owen Sound safe and harmless of any claims as a result of the use of the banner locations.

The banner locations can be booked a maximum of forty-five (45) days prior to the date of the event and must be removed within forty-eight (48) hours following the event.

The application form is to include:

1. full contact information of the organization
2. the wording, size and preferred location of the banner
3. the length of time banner requested to be in place (maximum 45 days)

Banner Locations are:

1. Kelso Beach
2. Victoria Park
3. St. George’s Park
4. 9th Avenue East former landfill site
- 5, Duncan McLellan Park
6. Tom Williams Park
7. Kinsmen Park



Owen Sound

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S.P. NO: CS54

PAGE NO. 7 OF 7

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These banner locations are owned by the City of Owen Sound and are under the care and control of the City's Operations Department.

The organization/applicant shall be responsible for all costs relating to designing and manufacturing banners to the satisfaction of the City and shall ensure the banners are properly constructed.

Once the application has been approved and the liability insurance certificate provided to the City of Owen Sound, the applicant/organization is responsible for the installing and removing of the banners at the time specified. The banners are to be secured by plastic ties and the tie ends trimmed. The cost to erect/remove the banners is paid for by the organization/applicant directly to the City's Operations Department approved contractor.

The permitted banners are limited to 75% of the fence length at any location.

No more than two (2) signs advertising the same event at each location.

Any banner erected without prior approval may be removed by the City at the owners' expense.

Administration:

The Community Services Department – Building & By-law Division administers this policy and By-law Enforcement and the Sign Administrators are responsible for the approval. Event organizers must complete an application describing the proposed sign and the length of time the temporary sign is required and submit it to the By-law Division. For cross street banners application to the Operations Department is required.