



Temporary Banner Sign Guidelines for Community Groups and Events

Are you looking to advertise a community group or event? Look no further as this document highlights the rules to properly advertise your event through temporary banner signage. The goal of this handout is to determine when, where and how to place temporary signs to advertise community groups and community events on Town-owned fences.

The Town understands and promotes community groups / events having the ability to get their message out to the public.

The Town will limit the duration of the temporary banner signs to no more than two (2) weeks. The same group or event must wait a minimum of two (2) weeks will be before it is able to re-post the banner.

However, Town administration can grant longer time periods for events involving longer time periods (e.g. the Farmers' Market).

It is the responsibility of the individual who applied for the temporary banner sign to install and remove the banner by the date specified by the development authority.

Locations

Banner signs may only be allowed on the following Town-owned fences.

1. The Operations Yard fence (640 7 St. NW)
2. The fence north of Centre St. bridge
3. The former mini-putt site fence (1204 10 St. SE)

The number of banner signs per fence is limited to avoid causing a visual distraction. The community group / event is limited to a maximum of three (3) banner signs within the community but no more than one (1) per fence.

1. Operations Yard fence – maximum of five (5) signs at a time.
2. Fence north of Centre St. bridge – maximum of two (2) signs at a time.
3. Former mini-putt site fence – a maximum of four (4) signs at a time.

Banner signs advertising community groups / events shall not be allowed on private property that is owned / occupied by a third party as that would be considered third-party advertising.

Definitions

A Banner Sign is a sign constructed of flexible material that can be affixed to a fence following issuance of a permission letter from Town administration for a specified period of time. The maximum sign area is six square metres.

A Community Event is an event hosted by a non profit organization, society, charity, sports league, place of worship, school board, government body, or organized group of citizens whose main intention is not for the purposes of promoting a for-profit business. A Community Event may occur on private property or within the public realm.

A Community Group is a non-profit organization, society, charity, sports league, place of worship, school board, government body, or organized group of citizens.

Fees

Hanging the banner is free! However, if a Town staff member needs to remove the sign because the applicant failed to do so by the specified deadline, the applicant will be charged a \$50 fine. The fine must be paid before the group the applicant is representing may post a banner sign on a fence again.

Contact

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or call 403.652.2110.