



POLICY

Banner	
Policy Number: 310-005	Supersedes Policy Number: N/A.
Effective Date: 2018-10-16	Approved by Council Motion Number: 20-10-18

1.0 Purpose

The purpose of this policy is to establish a protocol for accepting and installing street banners and entrance sign inserts.

2.0 Scope

This policy applies to any not-for-profit organization hosting an event in the Town of Wolfville.

3.0 References

- 3.1 Municipal Fees Policy

4.0 Definitions

- 4.1 Not-for-Profit: For purposes of this Policy, Not-for-Profit organizations are those groups that are organized for purposes other than generating profit. For further clarity, educational institutions, including Acadia University, will be considered not-for-profit.

5.0 Policy

5.1 Application

- a. All applications for street banner and entrance sign insert placement must be made to the Town of Wolfville Public Works Department.
- b. Banner and inserts shall be limited to special events for not-for-profit organizations or individuals and shall exclude political parties when used for election campaign advertising purposes.
- c. Banner and inserts shall be limited to the name of the event, date, time, location and sponsor.
- d. Banner and inserts must be delivered to the Town's Public Works Department, **200 Dykeland Street** at least seven (7) working days before required installation.
- e. All banners hung over Town streets shall be hung by the Town of Wolfville.



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- f. All entrance sign inserts shall be installed by the Town of Wolfville
- g. Banner and inserts shall be allowed for a period of 14 days, renewable for a period of 14 days if there are no other requests for the location for a total of 28 days, then may not be renewed for a period of 90 days.
- h. All banner and inserts are installed on a first come, first serve basis, however reservations shall be accepted.
- i. The Town reserves the right to refuse any application which it deems as inappropriate.
- j. The Town is not responsible for damage to banners or inserts as a result of weather conditions.

5.2 Fee

- a. Fees associated with the installation of street banners will be determined by Council under Schedule E of Policy 140-015 (Municipal Fees Policy).

5.3 Banner Locations

- a. Street banners shall be limited to the following locations along Main Street between Highland Avenue and University Avenue:
 - i. In front of Alumni Hall on Main Street
 - ii. In front of Acadia Gym on Main Street

5.4 Entrance Sign Inserts Requirements

- a. Entrance sign inserts must meet the following requirements:
 - i. the dimensions for the welcome inserts are: 120" x 14.75"
 - ii. insert thickness should be 3/16" or 3mm PVC, anything thinner and the insert gets blown out the holder

5.5 Policy Review

- a. This policy will be reviewed every four years from the effective date.

2018-10-16

CAO or Town Clerk

Date