

**TOWN OF INGERSOLL**  
**POLICIES AND PROCEDURES**

**Policy:**           **HANGING OF BANNERS OVER MUNICIPAL ROADS**

**Approval Date:** June 11, 1997  
**Revised:**       2007

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This policy is made to establish terms and conditions for the hanging of banners over municipal roads within the boundaries of the Town of Ingersoll.

**1.0     Banner Specifications**

1.1     Size

The banners will not exceed 24 ft. in length and 24" in width.

1.2     Rope Tunnel

Rope tunnels will be provided at the top and bottom of the banner. Such tunnels will be securely sewn to the banner and of sufficient size to accommodate a minimum 3/8" diameter poly or nylon rope.

Brass eyelets will be sewn into the perimeter of the banner, approximately every 3 ft.

1.3     Material

Banner material will be one ply eighteen ounce polar flex vinyl or approved equal.

1.4     Wind Openings

Half moon openings to reduce wind loading will be provided throughout the face of the banner. Final approval of banner specifications, material etc., must be obtained from the Town Engineering Services Co-ordinator and Erie Thames Power, Operations Manager.

**2.0     Location**

A banner will only be allowed across Thames St. at a location approved by Erie Thames Power and the Town of Ingersoll.

**3.0 Message Eligibility**

The following guidelines will be used to determine the eligibility of the banner message.

- 3.1 The message will promote business/commerce or a Town operated event or service.
- 3.2 Messages are promotional in nature for the Town in general and events within the Town and act as a welcome to out of town guests.
- 3.3 Definable economic or social benefits from the event being promoted should be realized by the community.
- 3.4 In promoting an event, festival etc., it must have the potential to draw a significant number of people from outside the community as well as from within.
- 3.5 Messages of a religious, lifestyle or political nature will not be eligible. Direct fundraising campaigns and charitable or non-profit organizations annual awareness campaigns will not be eligible. Final approval of all messages will rest with the Council of the Town of Ingersoll.

**4.0 Message Duration and Scheduling**

- 4.1 In the event that there are two eligible event messages covering the same period, priority will be given to the group or organization who meets the eligibility and submits their application form/request in writing first.
- 4.2 Banners for specific events will be erected for a maximum of twenty-one (21) Calendar days prior to the event and removed as soon as possible after the completion of the event.

**5.0 User Fees**

Cost per banner installation will be \$250.00 plus G.S.T. (for previously established banner locations). Additional costs will apply for initial installation at a new location.

User fees will be reviewed annually.

**6.0 Application Form**

The application form attached as Schedule A to this policy must be completed and submitted to the Clerk Administrator of the Town six (6) weeks prior to the date of erection of the banner.

The Town and Erie Thames Power Corporation reserve the right to reject any application inconsistent with this policy.



## Application for Erection of Banner

1. Organization: \_\_\_\_\_
2. Mailing Address: \_\_\_\_\_  
\_\_\_\_\_
3. Contact Person: \_\_\_\_\_
4. Phone Number: \_\_\_\_\_
5. Event: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
\_\_\_\_\_
6. Banner Message: \_\_\_\_\_
7. Banner Location: \_\_\_\_\_
8. Date Banner to be erected: \_\_\_\_\_ (maximum 21 days prior to the date of event and to be removed as soon as possible thereafter)
9. Banner Size (see current Banner Specifications for Erie Thames requirements)  
Height: \_\_\_\_\_ ft. (maximum 2 feet)  
Width: \_\_\_\_\_ ft. (maximum 24 feet)  
Material: \_\_\_\_\_
10. Applicant Signature: \_\_\_\_\_
11. APPROVALS  
Municipality \_\_\_\_\_ Date: \_\_\_\_\_  
Director of Engineering Services \_\_\_\_\_ Date: \_\_\_\_\_  
Clerk \_\_\_\_\_  
Erie Thames \_\_\_\_\_ Date: \_\_\_\_\_

### Instructions:

Please fax municipality approval to fax (519) 485-3543. Erie Thames approval will be returned to municipality and Work Order prepared for installation as required.

Note: It is the responsibility of the applicant to deliver the banner to the nearest Erie Thames Operations Centre for installation.

