



TOWN OF KENTVILLE POLICY STATEMENT G44 BANNER ADVERTISING POLICY

1.0 PURPOSE

The purpose of this policy is to provide a fair and consistent process for handling applications to the Town, requesting the installation of advertising or other banners, on Town-owned or controlled property or across Town streets.

2.0 DEFINITIONS

The purpose for which the banner installation is proposed, shall have significance to, and provide benefit to, the Town of Kentville and its citizens.

3.0 SCOPE

The banner shall not:

- represent illegal activities,
- promote hate,
- single any group or person out by direct reference or indirect reference or exclusion,
- be a political advertisement;
- cause, abet or stimulate civil disorder;
- be commercial in nature (commercial banners will be dealt with strictly by the sign by-law and will, if permitted, be subject to financial charge);
- use obscene text or graphics, or
- be otherwise inappropriate in the opinion of the Town acting reasonably;
- represent or infer that the Town is a sponsor or proponent of the content or representation of the banner.

4.0 PROCEDURES

The applicant shall:

1. Submit a request to the Town of Kentville, in writing, outlining the nature of the agency/organization and/or the event being promoted, and the period of time for which the banner shall be erected;
2. Identify a contact person, address and phone number for this agency/organization;
3. Upon notice of approval by the Town, arrange installation of the banner, paying any associated costs;
4. Remove the banner within one week following the event;
5. Provide proof of insurance, indemnifying the Town from any liability whatsoever, flowing from the fact of installation of the banner;

Town of Kentville, Policy G44: Banner Advertising

6. If required by the Town, place a disclaimer on the banner prepared by the Town and submitted to the Applicant for that purpose.

The Town of Kentville shall:

1. Review the written application and determine if the request conforms to the criteria of this policy and other policies and by-laws;
2. Notify the applicant of its decision as to whether or not the banner conforms to this policy;
3. Require, in its discretion, a deposit against the cost of damage or removal of the banner.
4. Remove and dispose of any banners which have not been removed, as and when required of the applicant by the Town;

The Town of Kentville shall accept no responsibility for any damage to, or loss of, any banner during the time it is being displayed;

5.0 ASSOCIATED DOCUMENTS

6.0 POLICY REVISION HISTORY

Date Created: September 12, 2007
Revisions: January 2017. Reformatted.



CAO Mark Phillips