



Resort Municipality of Whistler Administrative Banner Policy and Guidelines

The Banner Policy

This policy applies to requests for the installation of banners on municipal street lamp standards and larger banners that correspond to a special event. The purpose of this policy is to provide an opportunity for all applicants to be equally assessed when applying for the installation of banners; to provide guidelines to the public that will facilitate fair and equitable decision making; and to enable the Municipality to coordinate banner installation scheduling in the best interest of the public.

Banners installed under this policy must add to the aesthetic quality of the resort and respond to the goals of Whistler's Public Art Program:

- expand the public experience of art through the installation of high quality art in public places;
- make available art that contributes to a sense of community identity;
- affirm and strengthen positive attitudes towards works of art.

Application Process

Completed Banner Installation Application Forms (Banner Placement Request Application) must be submitted to the Parks and Recreation Department a minimum of 4 weeks prior to the requested installation date for scheduling purposes. Applicants requesting for relaxation of the installation fee must present their request to the designated **RMOW representative** prior to the submission of an application. The time frame for the fabrication of banners approval by the Municipality should be taken into consideration when making an application. The application must be accompanied by colour graphics of the purposed banner(s). Where possible, at least two options should be submitted. Requests for the installation of large banners intended for the Village breezeway must accompany the application.

Applications, proposed banners and/or artwork to be reviewed by Municipal staff and the applicant advised of its approval, rejection or suggested changes. At the discretion of staff, any banner application may be referred to the Public Art Committee for review, which will make recommendations to the Parks and Recreation Department. In instances where there is a conflict between banner proposals, recommendations will be made based on the artistic quality of each proposal, level of community support, contribution to the community, and the impact of the banner on the resort environment. The municipality is not obligated to approve any banner proposal.

Conditions of Installation

- Municipal banners will take priority over other banner requests.
- Banner installations requests from the private sector for the purpose of advertising will not be considered
- The Municipality will install and remove all banners at the cost of the applicant.
- The Municipality is not responsible for lost, stolen, damaged or vandalized banners.
- The Municipality reserves the right to remove any banners at any time without consulting the applicant

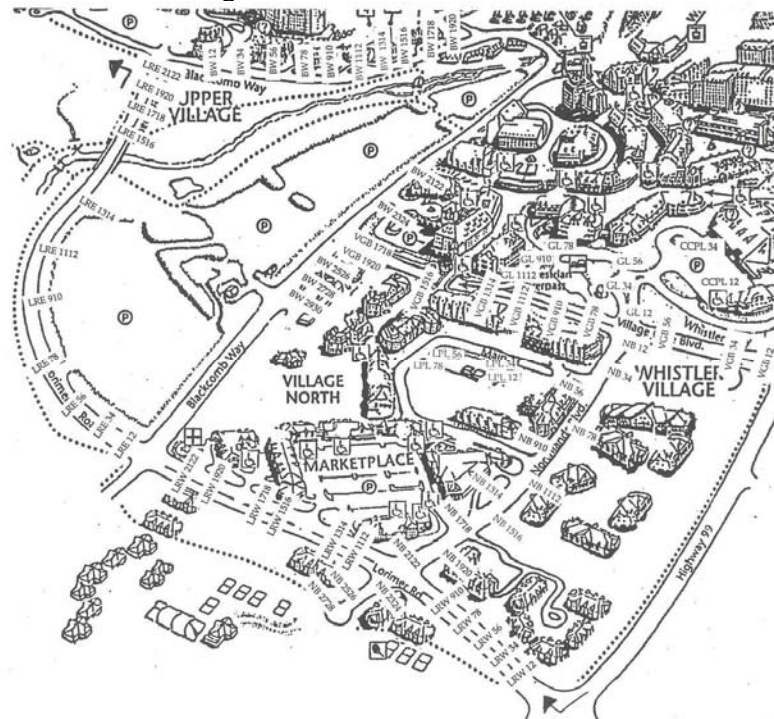
- The Municipality will be responsible for insurance costs related to the installation and removal of banners
- Non-profit organizations will be given first consideration when reviewing requests for banner installation.
- Waiver of liability and banner content as per Sign Amendment Bylaw No. 736 shall apply.
- Requests from private sector agencies will be considered only if they are not a form of advertising. Special event banners may have up to 25% of their area used to acknowledge a sponsor. Private sector agencies may contribute to the Municipal Banner Program through a donation to the Municipal Art Fund.

Designated Streets and Areas (Pole banners)

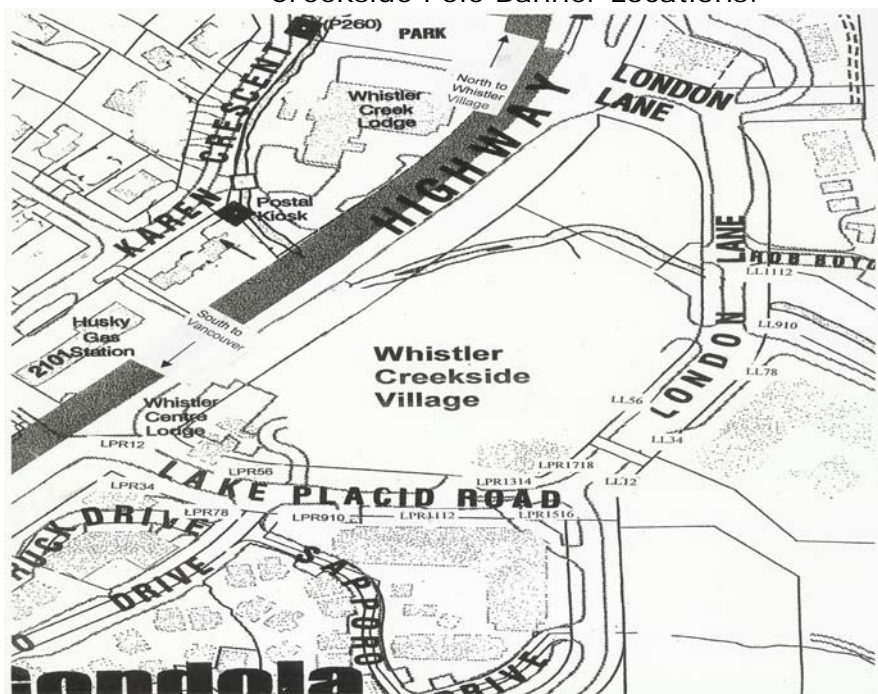
Municipal lamp standards on the following streets and areas are available for the installation of banners:

Street	Number of Banners
Village Gate Boulevard	20
Gateway Loop	12
Conference Centre Parking Lot	04
Northlands Boulevard	30
Whistler Sports Centre Parking Lot	16
Lorimer Road East	22
Lorimer Road West	22
Blackcomb Way	30
Lake Placid Road(Whistler Creek)	15

Village Pole banner locations:



Creekside Pole Banner Locations:



Designated Bridges and Breezeways (Event Banners)

Ted Nebbling Bridge West Side	03
Ted Nebbling Bridge East Side	03
Breezeway Taxi Loop	01
Breezeway Village Square	01
Town Plaza Gazebo	01
Creekside Breezeway South	01
Creekside Breezeway North	01
Telus Whistler Conference Centre Breezeway	01

Installation Cost

Installation and removal of banners (2 per pole) by Municipal crews will be done at a cost to the applicant of \$50.00 per pole plus G.S.T. An application may be made for a relaxation in the installation cost for charitable or non-profit institutions. Any relaxation will be made at the discretion of Council. Installation fees, less the cost of banner installation and removal to the Municipality will be deposited into the Municipal Art Fund.

Installation Period

Summer banner installations will be from May 1 to October 31. Winter installation will be from November 1 to April 30. Special event banners with sponsorship acknowledgment will be installed for the duration of the event to a two-week maximum. Banners without sponsorship acknowledgment may be considered for a longer period providing they conform to the conditions of this policy and have municipal approval for the proposed time frame.



Sale of Banners

The Sale of used Municipal banners will be made through the Municipality with the proceeds to go to the Municipal Art Fund. The price of municipal banners will be recommended by the Director of Parks and Recreation. Non-Municipal banners will be returned to the owner upon removal.

Banner Format

Contact the RMOW for Banner Specs. Each banner has different specs. Banner tails may be a variety of forms but must be a maximum of 18" long. Banners shall be fabricated appropriately for installation. Banners must be in good condition as determined by the Municipality. Worn, tattered or dirty banners are not acceptable.

The preferred banner material is screen-printed nylon. 70-pound denier nylon is used for a one-year life span and 200 pound denier nylon for a two-year life span. Two-year nylon banners must be repaired and cleaned before re-use. Cloth, canvas or vinyl banners may also be acceptable. These banners must be printed on both sides. Bold, simple and colorful graphics are preferred, in keeping with the resort atmosphere.