

To: Economic and Development Services Committee

From: Anthony Ambra, P.Eng., Commissioner,
Economic and Development Services Department

Report Number: ED-24-09

Date of Report: January 3, 2024

Date of Meeting: January 8, 2024

Subject: Temporary Banner Installation Requests within the Downtown
Oshawa Banner Program

Ward: Ward 4

File: 03-05

1.0 Purpose

The purpose of this Report is to bring forward items for direction pertaining to the Downtown Oshawa Banner Program that include:

- Guidelines for community groups requesting temporary banners to increase visual presence for events or days of significance, special events or civic promotions;
- Designating assigned light standards for installation from community groups; and,
- City of Oshawa banner installations for special events or periods of significance.

2.0 Recommendation

That the Economic and Development Services Committee recommend to City Council:

1. That, pursuant to Report ED-24-09 dated January 3, 2024, city staff be directed to implement a procedure generally in accordance with the content that forms Section 5 of this Report in order to support the expansion of the Downtown Oshawa Banner Program.
2. That, pursuant to Report ED-24-09 dated January 3, 2024, the City of Oshawa Delegation of Authority By-Law 29-2009, as amended, be amended to delegate authority to the Commissioner, Economic and Development Services or the Director, Business and Economic Development Services, or designate, to approve or deny applications for temporary banners from community groups.

3.0 Executive Summary

Following the disbandment of the Oshawa Central Business District Improvement Area (the "B.I.A."), the City assumed many B.I.A. responsibilities including streetscape improvements, events, promoting the area as a business and shopping area and the light standard banner program. The full details of the assumption of responsibilities can be found in Report CNCL-21-77 dated September 22, 2021.

As detailed in section 5.1.2 of Report CNCL-21-77, City Council appointed the responsibility of the downtown banner program to the Community Services Department (now titled Community and Operations Services Department). Through Report CNCL-23-54 the responsibility of the downtown banner program was transferred to the Economic and Development Services Department.

At present, the City has oversight of agreements with Ontario Tech University and Trent University Durham GTA to extend permission for use of 130 light standards to erect branded banners for each organization. These agreements were entered into in June 2023 and will be renewed on a bi-annual basis.

Through Report CNCL-21-77 no guidance on delegated authority to staff was provided to respond to community group requests for temporary banner installations. From the time that Community and Operations Services Department assumed responsibility of the banner program, three specific requests have been received to install temporary banners for times of significance or special events. The contents of this Report will define a new procedure and recommendation for delegated authority to staff for Council review and direction.

4.0 Input From Other Sources

The following have been consulted in the preparation of this Report:

- Commissioner, Corporate and Finance Services
- Commissioner, Community and Operations Services
- Commissioner, Economic and Development Services
- Chief Administrative Officer

5.0 Analysis

5.1 Banner Program Scope Expansion

Banners can be used as a tool to communicate notable days and/or events throughout Downtown Oshawa in a visual way. Since the assumption of the banner program following the disbandment of the B.I.A., the City has received three specific requests for temporary banner installations from various community groups or institutions. Within Section 5.1.2 of Report CNCL-21-77, dated September 22, 2021, there was no authority or direction provided to staff to respond to external user groups.

An example of this arose in 2022 when the City received a written request from PFLAG Durham Region to install Pride banners on light standards in Downtown Oshawa. As there

was no authority to staff, or associated procedure, the request was brought forward to City Council for approval through Resolution CNCL-22-38.

As these requests are becoming more frequent, or are anticipated to occur on an annual basis, City staff is proposing an expansion to the scope of the Downtown Oshawa banner program to permit the installation of temporary community or special purpose banners at the request of charitable organizations and non-profit community groups, using guidelines and procedures, and fees outlined in this report and for City purposes.

The banners would promote arts and cultural celebrations, civic promotions, special events, days of significance, etc. No commercial advertising will be allowed.

5.1.1 Guidelines for Placement of Temporary Community and Special Purpose Banners

Any requests received to Business and Economic Development Services from charitable organizations and non-profit community groups will be reviewed in accordance with the guidelines outlined in Section 5.1.3 of this Report and, if approved, will be installed in the authorized location as determined by staff.

Staff recommend that the designated area for temporary community and special purpose banners be the four light standards located on Centre Street south of King Street. This location abuts City Hall.

The rationale for this location is to produce effectiveness and streamline process for staff and contractors, while also not removing any banners that make up part of the permanent banner installations on behalf of Ontario Tech University, Trent University Durham GTA or the Support our Troops installations.

If an approved applicant group requests installations in a different area of the downtown, or additional locations beyond the four locations on Centre Street, this will be reviewed on a case by case basis and the final decision will be delegated to the Commissioner, Economic and Development Services.

5.1.2 Specifications and Fees for Temporary Community and Special Purpose Banner Installations

All banners must be constructed of a lightweight material (vinyl) and adhere to the sizing specifications for the designated light standards and associated banner arm hardware. Prior to acceptance for installation, all banners will be inspected to ensure that they meet the specifications in Attachment 1 to this Report.

There are labour and operational costs included with each request from applicant groups for installation and removal of the banners. As these costs are not currently assumed in any city operational budgets, the approved group will be charged a fee of approximately \$150 per banner for installation and removal. It should be noted that this cost is subject to change on an annual basis and the applicant groups will be charged accordingly, based on actual costs.

Additionally, the cost of repair for banners damaged by vandalism or weather would be the responsibility of the applicant group.

5.1.3 Procedure for Temporary Banner Installation

- Requests for installation must be submitted in writing to the Economic and Development Services branch. Requests for installation will be accepted on a first come, first served basis and must be received a minimum of four weeks before the requested installation date.
- The Director of Business and Economic Development Services, or designates, reserves the right to modify the dates and/or duration for community and special purpose temporary banner placement at their sole discretion and will advise the affected organization or group at the earliest opportunity if changes are required.
- All messages and graphics on the banners must be approved by a City staff committee that will be comprised of the following positions:
 - Director, Business and Economic Development Services;
 - Manager, Downtown and Business Development;
 - Director, Innovation and Transformation;
 - Diversity, Equity and Inclusion Officer; and,
 - Director, Corporate Communications.

The Director, Community Support Services, the Manager, Traffic, Streetlighting and Parking and the Senior Traffic Engineering Technologist will be consulted to ensure staff capacity for coordination of the installation of the temporary banners.

- Banners that prominently feature artwork made by an artist will be additionally reviewed by Cultural Development staff within the Economic and Development Services Department.
- Criteria that will be implemented to review the applications will include, but are not limited to:
 - Organizations that are Durham Region/Oshawa based;
 - Community group/ not-for-profit;
 - No commercial advertising;
 - Non-discriminatory; and,
 - Overarching message has relevance to the City's Strategic Plan.
- The City will coordinate the installation and removal of all community and special purpose temporary banners, following approval of the application. The approved applicant group will be responsible for the design, printing and all associated costs of the banner production. The physical banners must be delivered to the City a minimum of two (2) weeks prior to the installation date.

Dependent on staff availability and additional equipment requirements for certain locations, the City's light standard contractor will be hired to do the installation and removal of banners, at the cost of the applicant.

- Banners will be installed for a period of no more than four weeks, unless a request is made for an extension in writing to the City at least one week in advance with sufficient rationale related to the request of the extension.
- Banners will follow the guidelines supplied by City staff to ensure that the banners follow accessibility design standards.
- The City will accept liability for any incidents related to the installation of decorative street light banners. Therefore, the City reserves the right to ensure the banners are stringently inspected and installed in compliance with their specifications.

5.1.4 Potential City Led Temporary Special Purpose Banner Installations

There are particular days of significance, events, arts and culture collaborations and community celebrations that could benefit from the installation of temporary special purpose banners as created and implemented by City staff. The proposed procedures and locations in Section 5.1.1 and 5.1.3 would not apply to City led initiatives, but approval and installation would be delegated to the Director, Business and Economic Development Services. These temporary special purpose banners could include, but are not limited to, the following types of initiatives:

- Celebrations and Recognitions;
- Temporary public art projects; and,
- Days of Significance such as Pride Month; Black History Month, Indigenous History Month, National Day for Truth and Reconciliation, etc.

All city led temporary special purpose banners that feature artwork made by an artist will be developed in collaboration with Cultural Development staff within the Economic and Development Services department.

The City of Oshawa's Public Art Policy, Section 1.3 Purpose, notes that "temporary art that does not leave a lasting record of its creation (e.g. ice sculptures) [is] not subject to this Policy". Banners are temporary, and are therefore excluded from the Public Art Policy.

Individual branches at the City would work with Community and Operations Services to coordinate installation and location. The branch leading the initiative would be required to assume any budgetary impacts for the design, production, installation and removal of any temporary special purpose banners.

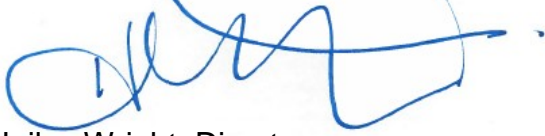
6.0 Financial Implications

There are no immediate financial implications as it relates to this Report. However, Council should be advised that future budget asks may be forthcoming from various

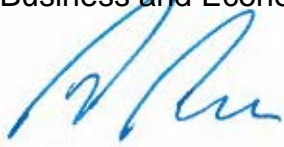
branches to support a robust banner program in Downtown Oshawa that adds to the beautification of the streetscape, recognition of days of significance or various celebrations and supportive wayfinding.

7.0 Relationship to the Oshawa Strategic Plan

This report advances the Accountable Leadership and Cultural Vitality goals of the Oshawa Strategic Plan.

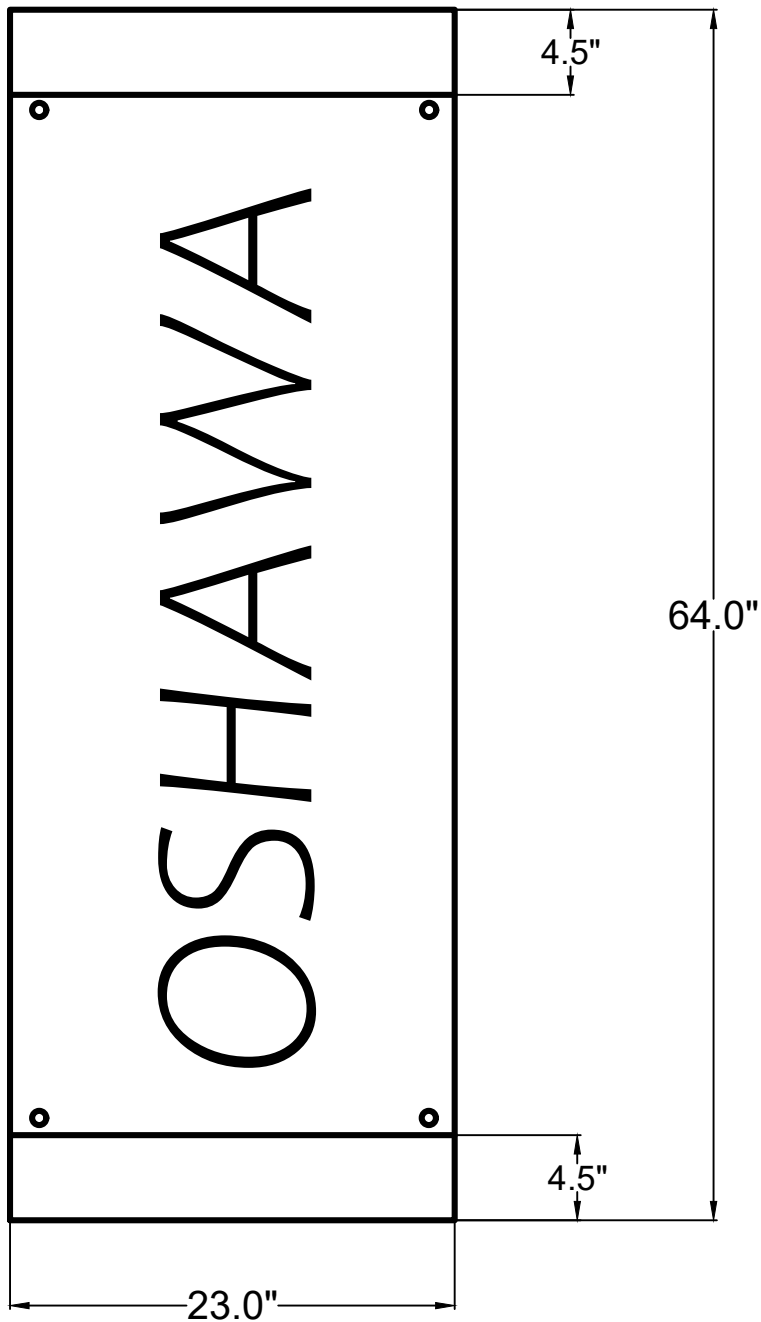


Hailey Wright, Director,
Business and Economic Development



Anthony Ambra, P.Eng., Commissioner,
Economic and Development Services Department

**CITY OF OSHAWA
SAMPLE BANNER FOR DOWNTOWN STREETLIGHT POLES**



Notes: Install 3/4" metal or brass grommets. Reinforced stitching on arm pockets.