



Council Report

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Date: April 7, 2026 File No: 5400-50 / 5400-85
To: Anthony Haddad, City Manager
From: Scott Boyko, Public Works Manager
Subject: **Decorative Crosswalk & Banner Policies (CP2026-01 & CP2026-02)**

Staff Recommendation

THAT Council approve CP2026-01 Decorative Painting on City Right of Way Policy and CP2026-02 Decorative Street Banners on City Right of Way Policy.

Strategic priority objective

Vision: Penticton is a connected, resilient and healthy waterfront city focused on safety, livability and vibrancy.

Culture: We are committed to open communication, integrity, and professionalism to build public trust through excellence in all that we do. We embrace modernization, innovation and adaptability to meet the evolving needs of our community, fostering a culture of engagement and purpose.

Livable & Accessible: The City of Penticton will proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

Background

At the October 21, 2025 Regular Council meeting, Council endorsed a request from the Canadian Legion to proceed with a commemorative crosswalk installation. During deliberations on this request, Council identified the need for a consistent and transparent framework to guide the consideration of similar requests in the future, including crosswalks, memorials, flags, and plaques.

As a result, Council passed the following resolution:

275/2025 It was MOVED and SECONDED
THAT Council direct staff report back with a policy on future crosswalk, memorials, flags, and plaque installations.
CARRIED UNANIMOUSLY

A policy review confirmed that the City already had policies governing memorials, plaques, and flag installations, but lacked a policy governing decorative crosswalks and decorative street banners. Due to the unique circumstances for the two items, staff have crafted stand-alone policies for each.

The Decorative Painting on City Right of Way Policy (CP2026 01) provides the required framework for artistic or non-standard crosswalk and pedestrian area treatments, establishing safety, accessibility, and design restrictions. The proposed policy can be found in attachment A.

The Decorative Street Banners on City Right of Way Policy (CP2026 02) completes the outstanding policy need by establishing clear standards for banner installations on streetlight poles, gateway structures, and other City owned assets. The proposed policy can be found in attachment B.

Financial implication

Adopting the Decorative Painting on City Right of Way Policy (CP2026 01) and the Decorative Street Banners on City Right of Way Policy (CP2026 02) does not create any immediate budget impacts for the City. Under the proposed policies, applicants may be required to cover the costs associated with design, installation, maintenance, inspection, and eventual removal of decorative crosswalks or banner installations, as specified through the approval conditions outlined in each policy. Staff time required to evaluate applications and coordinate approvals can be accommodated within existing departmental resources, and any potential long-term implications related to non-standard materials or hardware will be managed through applicant obligations established during the approval process, ensuring these decorative installations do not place additional financial burden on City operations.

Analysis

The decorative crosswalk and banner policies jointly establish a comprehensive framework governing how artistic or themed designs may be installed on the City's right of way. Both policies prioritize public safety, operational efficiency, and asset protection while ensuring installations comply with BC legislation, engineering and electrical standards, traffic control requirements, and established accessibility guidelines.

Each policy ensures that decorative elements enhance public spaces without impairing transportation safety or disrupting maintenance activities. For crosswalks and pedestrian area painting the policy ensures that designs do not create confusion with regulatory pavement markings and that materials remain durable and slip resistant. For banners, the policy ensures installations do not obstruct sightlines, compromise pole integrity, interfere with electrical systems, or impede emergency and maintenance operations.

Both policies include important content restrictions. They prohibit advertising, corporate branding, private business promotion, political campaign content, and religious advocacy, ensuring the neutrality and inclusivity of the City's public spaces. This ensures that decorative elements do not create inequity, unintended endorsement, or conflict with community standards.

Approval processes in both policies allow staff to apply conditions related to design modifications, structural requirements, installation methods, applicant funding responsibilities, and maintenance obligations. These

provisions provide flexibility while ensuring installations are safe and manageable within the broader municipal infrastructure system.

By adopting both CP2026 01 and CP2026 02, the City will ensure requests are evaluated consistently, transparently, and in alignment with provincial regulations and best practices. The result is a balanced approach that supports community creativity while protecting City assets and upholding operational and safety standards.

Alternate recommendations

THAT Council refer one or both policies back to staff to conduct further research and engagement with stakeholders and Committees, OR

THAT Council choose not to adopt one or both policies, understanding that requests for decorative installations would continue, on a case by case basis, without a standardized framework for safety, design, approval, and operational expectations.

Attachments

Attachment A – Decorative Painting on City Right of Way Policy (CP2026 01)

Attachment B – Decorative Street Banners on City Right of Way Policy (CP2026 02)

Respectfully submitted,

Scott Boyko
Public Works Manager

Concurrence

General Manager of Infrastructure <i>RD</i>	General Manager of Corporate Services <i>AMC</i>	City Manager <i>SH</i>
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