

Category: Infrastructure

Subject: Decorative Street Banners on City Right of Way

Purpose

The Decorative Street Banners on City Right of Way Policy provides guidance for the installation, display, maintenance, and removal of decorative banners within municipal rights-of-way. The purpose of the policy is to support placemaking, enhance community identity, and animate public spaces while ensuring the safety of all road users and the protection of City infrastructure.

Scope

This policy applies to all decorative street banners installed within the City right of way, including but not limited to banner arms on streetlight poles, utility poles where permitted, gateway structures, and municipal facilities adjacent to the road network.

The policy governs proposals from internal departments, community groups, event organizers, non-profits, contractors, developers, and other applicants seeking to install banners on City-owned or City-managed infrastructure.

This policy does not replace or supersede applicable provincial or federal traffic control standards, structural safety requirements, electrical standards, or engineering specifications. Where conflicts arise, legislated and engineering requirements shall take precedence.

Policy Statement

Council recognizes that decorative banners contribute to placemaking, community identity, and the celebration of cultural, historical, and seasonal themes throughout the City.

Council also affirms that public safety, accessibility, operational needs, and asset protection are paramount while acting as a visual enhancement of public spaces and support community expression.

Banner installations must not compromise the safe operation of roadways or sidewalks, the structural integrity of poles or mounting hardware, or the effective performance of traffic control devices.

Accordingly, Council establishes that decorative street banners within the City right of way are permitted only where they:

- Comply with applicable legislation, engineering standards, and safety requirements;
- Do not obstruct sightlines or visibility of traffic control devices;
- Do not pose structural, electrical, or operational risks;
- Do not interfere with maintenance activities, emergency response, or utility access Content Restrictions;
- Align with the City's vision for welcoming, inclusive, and culturally respectful public spaces.

Content Restrictions

- Shall not contain advertising, including business names, corporate branding, logos, product promotion, or slogans.
- Shall not primarily benefit a private business or organization, including banners intended to direct customers or promote private events.
- Shall not include political campaign content, religious endorsement, or advocacy for specific causes.
- Shall reflect themes that support public celebration, culture, neighborhood identity, history, arts, or City-recognized events.

Approval Requirements

Approval may include conditions related to:

- Design modifications;
- Materials, hardware, and banner construction standards;
- Installation methods;
- Structural or wind-load requirements;
- Installation duration and removal timelines;
- Applicant funding responsibilities;
- Maintenance and inspection requirements;
- Proposed location and number of banners.

Administration

Council delegates authority to the GM of Infrastructure, or their designate, to develop administrative procedures and technical guidelines necessary to implement this policy in a manner consistent with BC standards and municipal best practices.

Related Policies and Legislation

- *Motor Vehicle Act* and associated regulations (British Columbia)
- Electrical Safety Regulations and applicable utility standards
- Transportation Association of Canada (TAC) safety and design guidelines
- BC Ministry of Transportation and Transit (MoTT) standards
- Master Municipal Construction Documents (MMCD)
- Manual of Uniform Traffic Control Devices (MUTCD)
- City of Penticton Traffic Bylaw

Approval History			
Previous revisions/replaces:			
Approved by Council on:		Resolution No.:	

Certified Correct:

Angie Collison, Corporate Officer