

TOWN OF MORINVILLE  
ADMINISTRATIVE POLICY

---

<b>TITLE:</b>	<b>ADOPTED BY:</b>	<b>NUMBER:</b>
Residential Development Identification Banners	Council	101/2004
<b>PREPARED BY:</b>	<b>DATE:</b>	<b>SUPERSEDES:</b>
Development Officer and Downtown Revitalization Committee	April 13, 2004	A-11/99

---

**PURPOSE OF THIS POLICY:**

To provide guidelines for the installation of residential identification banners on Town of Morinville street light poles.

---

**POLICY STATEMENT:**

The installation of residential development identification banners, on Town of Morinville street light poles, is permitted subject to the following:

1. A permit, to install banners on street light poles, must be obtained from the Development Officer of the Town of Morinville or their designate. The permit fee shall be \$100.00 each banner for the first year and \$50.00 each banner for each year after. Permits terminate on December 31 of each year.
2. The Developer is responsible for the supply and installation of each banner, at each approved location. Brackets, where required, be supplied installed and maintained by the developer. Brackets to match existing ones.
3. Banner design and location must be approved by the Development Officer and Downtown Revitalization Committee of the Town of Morinville or their designate. Banner location will be as per the attached map(s).
4. A maximum of one banner per street light pole will be allowed, and a maximum of six banners per residential development will be permitted as directional signs to a development. The amount of banners, within a residential development, will be at the developers discretion.
5. The maximum banner size, per street light pose, is 1.6 meters wide by 1.5 meters high (2 feet x 5 feet).

6. Banners shall be installed at a height of 3.5 meters from the pole base to the bottom of the banner and at a distance of 0.4 meters from the outside edge of the proposed banner to the curb face. Banners shall be installed on metal poles only.
7. Banners will be constructed from 10 oz. Screenex or approved equal high strength, flameproof, 100% waterproof, rot and mildew resistant cloth material.
8. Upon expiration or non-renewal of the permit the banners must be removed. When a subdivision is complete the banners must be removed.
9. Wording on the banners may include:
  - directional arrow
  - subdivision or neighbourhood name and/or logo
  - the word “showhomes”

But shall not include:

  - telephone numbers
  - general advertising
10. Renewal for any banner will be at the discretion of the Development Officer and the Downtown Revitalization Committee.