



**CITY OF  
Burlington**

## Corporate Policy

### Communication

### Advertising on City Property

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Amended:

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Note:

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The City of Burlington recognizes commercial advertising as a source of revenue to assist in offsetting the costs of municipal programs, and initiatives. This need for sources of revenue must be balanced with the corporation's need to ensure that:

- There are no adverse effects on public safety and well-being
- There are no adverse effects on the corporation's reputation or public image;
- Advertising is respectful and avoids conflicts and alienation among different members or groups who reside in the municipality;
- Access to advertising opportunities is open and competitive;
- There is a clear corporate and/or community benefit to the proposal;
- Advertising activities reflects a co-coordinated and consistent approach corporately; and,
- Appropriate and complete records are maintained.

This policy outlines specific requirements that must be met by any advertising proposal and identifies roles and responsibilities of staff in ensuring that the requirements are met.

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## Policy Statement:

The City of Burlington welcomes and encourages advertising to assist in the provision of City services and projects. All advertising shall be consistent with the City of Burlington's vision, mission, and values, and will not compromise or contradict any by-law or policy of the City, or negatively reflect on the City's reputation or public image. All advertising agreements shall be established in a manner that results in the optimal balance of benefits to the City and the community.

Paid advertising by external agencies and organizations is permitted on City property, at City events, and in City publications only under the conditions outlined in this policy.

## Scope:

This policy applies to all paid advertising on City property, at City events, and in City publications. A separate policy exists relating to corporate donations and sponsorships of City fundraising initiatives.

## Objectives:

The primary objective of the policy's parameters and guidelines is to provide a safe, welcoming and neutral environment for members of the community while on City property as well as to safeguard the City's corporate values, image, assets, and interests, while increasing the opportunities for revenue generation.

## Definitions:

For the purpose of this policy, unless otherwise stated, the following definitions shall apply:

Term	Definition
City	the Corporation of the City of Burlington.
Paid Advertising	the sale of advertising space to external businesses and organizations on City printed materials and City property, or at City events or in conjunction with a City program. Unlike sponsorship or other relationships, advertising sales involve the simple purchase of

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Term	Definition
	advertising space sold at rates determined or agreed to by the City. The external organization's purchase of this space does not imply a "partnership" other relationship with the City, and the advertiser is not entitled to any additional benefits other than those accruing from access to the space purchased.
City Property	all City-owned property, such as land, including parkland and boulevards, buildings, vehicles, bus shelters, etc.
City Publication	any publication produced by or for the City of Burlington, regardless of the format or method of distribution (i.e. hard copy or electronic).
City Event	any activity that is organized by City staff and supported by a City department and/or Council.

## Principles:

All advertising agreements must comply with federal and provincial statutes, municipal by-laws and the standards set out by the Canadian Advertising Standards Council.

Advertisers (or vendors representing advertisers) will be required to enter into appropriate legal agreements with the City. They must meet the general requirements listed in this section as well as the site-specific requirements listed in the following section.

The advertiser will be required to ensure that all advertising proposals intended for use on City property or in City events and publications:

- Provide a clear corporate and/or community benefit to the City;
- Meet the standards set out by the Canadian Advertising Standards Council; and,
- Adhere to applicable City by-laws (such as the Sign by-law) or policies that may be in effect.

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The following conditions apply when establishing advertising relationships:

1. Agreements shall not invoke future consideration, influence, or be perceived to influence the day-to-day business of the City of Burlington.
2. The relationship must not cause a City employee to receive any product, service, or assets for personal gain or use.
3. Advertising devices must not impact the quality and integrity of the City's properties, buildings, and streetscape and cause no added risks to safety.
4. The advertisement of a product or service does not act as the City's endorsement of any one product or service over another.
5. The advertising opportunity should be appropriate to the target audience.

In addition, advertising proposals intended for use on City property must have no adverse effect on public health and safety and minimize City liability. All design, installation, maintenance, and removal costs of advertising devices and/or sponsored elements will be borne by the advertiser, unless an agreement has been reached with the City. Special design considerations may be required at high profile locations such as City entry points, major intersections, vistas, environmentally sensitive areas, and City Hall.

Advertising proposals that include billboard advertising shall require approval by City Council and prior consultation with the Ward Councillor of the Ward in which the proposed advertising is to be located.

Advertising agreements shall not exceed four years unless authorized by the City Manager, department director or designate.

The City, acting reasonably, shall have the right to terminate an advertising agreement at its sole discretion.

## Restrictions for Advertising

The City will not solicit or accept advertising from individuals, partnerships, corporations or other entities whose reputation could prove detrimental to the City's public image and/or whose business is derived from:

- The sale of tobacco;
- The sale of cannabis products
- Pornography; or

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- The support of, or involvement in, the production, distribution, and sale of weapons and other life-threatening products.

The City will not allow advertising, either directly or through third party arrangements that:

- Convey a negative message that might be deemed prejudicial to any group;
- Promotes alcohol and other addictive substances at venues or on City property where persons under the legal drinking age would congregate;
- Presents demeaning or derogatory portrayals of individuals or groups or contain anything, which in light of generally prevailing community standards, is likely to cause deep or widespread offence; or
- Is of a political nature, or promotes a political message, a political party or election candidate.

## References:

This policy should be viewed in conjunction with other Council approved policies relating to City advertising, donations and sponsorships.

- Ontario Human Rights Code
- Facility Rental Policy
- Donations and Sponsorship Policy
- Corporate Advertising Policy

## Administrative Requirements and Site-Specific Requirements

### General

The Government Relations and Strategic Communications section, of the City Manager's Office, must approve any use of the City of Burlington trademarks or copyright whether registered or unregistered.

Approvers of advertising proposals are responsible for ensuring that:

- 1) Advertising proposals meet the standards outlined in this policy
- 2) All by-laws and policies have been adhered to;

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- 3) Appropriate staff input has been obtained (i.e. expertise in purchasing, electronic media, property or equipment maintenance, landscape design standards, graphic design, risk management, Legal, etc.)
- 4) Appropriate consultation and approvals have been obtained as required (i.e. Council approval, in accordance with the Purchasing By-law, of certain contracts, etc.);
- 5) Proof of appropriate insurance and indemnification of the City has been received;
- 6) The proponent has obtained required permits; and,
- 7) Third party advertising relationships abide by the restrictions noted in this policy.

## Public Roadways

Advertising may be considered as part of the streetscape only when the advertising device or element (i.e. benches, trash receptacles, signage, etc.) is warranted or required as a functional component of the streetscape. The advertising proposal must:

- Ensure that each advertising element/device contributes to the quality and integrity of the streetscape and is in keeping with the character of existing streetscape guidelines and applicable district design objectives;
- Provide design consistency with existing or proposed street furniture systems;
- Not dominate the area, but blend into the area's aesthetics;
- Promote the use of corporate logos rather than extensively lettered signs;
- Promote the provision of public information (i.e. community or business district map) as part of the installation;
- Promote landscape improvements, especially on larger installations;
- Ensure that the device does not obstruct vehicular or pedestrian sight lines;
- Ensure that there is no conflict with existing or proposed utilities within the right-of-way;
- Ensure that there is no conflict with existing vehicular, pedestrian, or cycling facilities/properties including the maintenance of same; and
- Ensure that any proposed vehicular, pedestrian, or cycling facilities/properties are protected.

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The Director of Roads, Parks and Forestry (or designate), with input from other staff as required, is responsible for the approval of any advertising devices on municipal boulevards, including any variances to the above requirements.

## City Parklands

The policy on Donations and Sponsorship details City policy on advertising on parkland elements (e.g. park benches, fountains, etc.).

The Director of Parks and Recreation (or designate), with input from other staff as required, is responsible for the approval of any agreements and the associated advertising devices on parkland.

## Hoarding on City Property

Advertising on hoarding panels may be permitted on City property during the construction phases of capital projects.

Hoarding panels must portray visual imagery that promotes one or more of the following: City of Burlington or public sector special events, and regional and Ontario tourism, natural attributes, services, programs and initiatives, and heritage and culture.

Advertising will be accepted as a component of hoarding in the form of displaying corporate logos.

Advertising revenues will be used as dedicated revenue towards the capital project, or in the case of City fundraising in support of the project, towards the fundraising goals.

Advertising on the panels will be valid for as long as the hoarding around the project is required. The hoarding panels will be removed once the project is complete.

Staff will outline proposed hoarding and related revenue generation in committee and council reports. The Community Relations and Creative Services sections of the Clerks Department will provide images and graphic services for hoarding on a cost recovery basis.

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Project manager(s) with input from other staff as required, is responsible for the approval of any advertising agreements, and the associated designs and implementation for hoarding initiatives.

## City Owned Vehicles

Paid advertising is not permitted on City-owned vehicles, other than transit buses. Proposals for the placement of advertising on both the exteriors and interiors of City transit buses are solicited and reviewed by the Director of Transit (or designate).

Advertising associated with the sponsorship of a public education program or a public service venture may be permitted on City buses.

The Director (or designate) of the department responsible for the operation of the particular vehicle, with input from other staff as required, is responsible for the approval of any sponsorship agreements and the associated advertising devices.

**Note:** for the purpose of this policy, ice-resurfacing machines are considered to be facility equipment, rather than vehicles.

## City Bus Shelters

Proposals for the placement of advertising in transit shelters are solicited, reviewed, and approved by the Director of Transit (or designate).

## City Facilities and Equipment

Whether advertising will be permitted, the number and types of advertisements that will be accepted, and specific requirements which must be met at any given facility or for any piece of equipment are defined for the specific facility/equipment, by the Director (or designate) of the department most responsible for its operation.

Advertising at City Hall will be permitted only in recognition of the sponsorship of a City or public sector event.

## City Publications

Each department, with input from other staff as required, is responsible for determining which of its publications is suitable for carrying advertising, and for

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developing standards for the type and number of advertisements that will be accepted. No advertising will be permitted, if the integrity of the publication will be compromised by including advertising. Specific advertising proposals are approved by the department Director or designate. Advertising on the City's Internet is governed by other council approved policies.

## Roles:

### **Accountable:**

The Manager of Communications is responsible for the timely review, updating and dissemination of the policy to the functional areas.

### **Responsible:**

Government Relations & Strategic Communications staff will perform the work to implement this policy.