

Traffic Control Device: **Miscellaneous**

Division:

Subject: **Banners**

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## Purpose

The Department of Infrastructure and Transportation receives requests from time to time to allow overhead banners across or along the highway for promotion of local events, or as seasonal or historical decorations.

## Policy

The Department will allow the installation of banners on provincial highways for non-profit events in urban areas where the Minister of Infrastructure and Transportation is the traffic authority and where the following standards can be met.

## Standard

Requests for approval to install banners must be by form of resolution from the local jurisdiction to the local Director of Regional Operations.

Approvals will normally be granted, subject to the following conditions:

- Banners are installed in low speed urban areas. Banners will not normally be allowed on roadways with speed limits greater than 60 km/h.
- Banners are installed and removed by the requesting authority (not the Department).
- Banner messages must be approved in writing by the Director of Traffic Engineering. The message guidelines described in 800-C-2 Advertising signs will apply.
- Banner supports and cables must use existing utility poles, or special poles set by others. Approval from the local utility is required for pole use. Note that poles for horizontal overhead banners should be adequately guy-wired to limit sag of banner support cables, and that underground utility "clearances" for poles and guy wires must be obtained by the local jurisdiction.
- Banner locations are approved in the field by local Regional staff, giving consideration for any blocking of sight lines to other traffic control devices, potential distraction by banners, etc.

RECOMMENDED: "ORIGINAL SIGNED BY"  
Director, Traffic Engineering

APPROVED: "ORIGINAL SIGNED BY"  
Executive Director  
Highway Engineering

- Horizontal Overhead Banners are mounted on secure **wire rope cables** of adequate strength, such that the lowest part of any banner or support cable is not less than 5.2 m above the roadway surface. Wire rope cables should be strong enough to hold banners, but should break-away or loosen if hit by an overheight load.
- Any special poles needed will require field location approval by Department staff to minimize the hazards to an errant vehicle. Poles should be located as far as possible off the edge of roadway, desirably outside the line of any utility poles, trees, or lamp standards.
- All structures must be designed by a registered professional engineer entitled to practice in Manitoba.
- The local jurisdiction or agency, group, club, etc. agrees to indemnify the Department in writing in the event of any legal action which may arise as a result of the banner, its installation, or any resultant damages or injuries, however caused. Note that the Department's standard form (attached) must be used.
- The local jurisdiction or agency, group, club, etc. requesting the banner must provide evidence to the Department of a minimum \$2,000,000.00 in liability insurance, with the Department named in writing as additional co-insured.
- Seasonal or Historical Banners must have a defined event date for purposes of establishing installation and removal dates.
- Horizontal Overhead Banners are normally allowed only up to 30 days in advance of events, to minimize the probability of their damage by the elements. "HOMECOMING" and similar event banners may be installed up to 60 days in advance of the event. Vertical seasonal or historical banners should also be removed promptly.
- Horizontal Overhead Banners must be removed in a timely manner following the event. Banners which remain in place a week following the event may be removed by the Department at the applicant's expense.
- Banners may not be installed on any Department overhead sign structures.
- Approvals to install banners will be in writing from the Director of Regional Operations.
- Requests for banners over any overpass structures or bridges must be forwarded to the Director of Bridges and Structures. In any event, banners may **NOT** be installed on those overpass or bridge structures which carry overhead guide signs.

**LETTER OF INDEMNIFICATION REGARDING  
THE INSTALLATION OF BANNERS ON PROVINCIAL ROADWAYS**

**Applicant:** \_\_\_\_\_

**Company/Jurisdiction:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Location and Description of Banner:** \_\_\_\_\_

\_\_\_\_\_

We/I agree to indemnify and save harmless the Province, its officers, employees, and agents from and against all claims, activities, demands, liabilities, damages, loss, expense, suits, actions or causes of action ("Claims") of any nature whatsoever and however arising or caused resulting from the installation of banners on Department roads, or any risks assumed by the Applicant except to the extent that such claims arise or result from the negligence or wilful act or omission of the Province, its employees or agents, and do not relate, directly or indirectly to the risks of the Applicant pursuant to its operations.

Notwithstanding any other provision hereof, I agree that the Province shall not be liable to the Applicant for any direct or indirect loss of revenue or consequential damages arising from the use of Department roads and further agree that I will not permit any such claims against the Province or its employees or agents.

This indemnification agreed to on behalf of the Applicant by:

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Title**

**Witness:** \_\_\_\_\_