



**SUBJECT: Rainbow Pride Banners**

**TO: Community Planning, Regulation & Mobility Cttee.**

**FROM: Transportation Services Department**

Report Number: TS-01-22

Wards Affected: All

File Numbers: 750-01

Date to Committee: February 1, 2022

Date to Council: February 15, 2022

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### **Recommendation:**

Direct the Director of Transportation Services to install Rainbow Pride Banners along the section of Brant Street between Fairview Street and Ghent Avenue for the month of June, in the following years; 2022, 2023 and 2024.

### **PURPOSE:**

This report is provided in response to staff direction SD-19-21 pertaining to infrastructure initiatives aimed at recognition and support of Burlington's 2SLGBTQIA+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual) Community.

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### **Background and Discussion:**

The following staff direction was approved by Council at the meeting on June 22, 2021:

Direct the Director of Transportation to report to CPRM Committee no later than Q4 2021 on expanding the Street Banner Program to include a Pride (rainbow) themed option with sufficient time to implement by June 2022, the report shall include options, locations, cost and identify a funding source. (SD-19-21)

#### Current Banner Program

The City's current banner program involves the installation of custom-printed banners on select streetlight posts, which are capable to support the attachment of a banner. The location where banners have been installed include the following:

- Lakeshore Rd. between Nelson Ave. and Brant St. along frontage of Spencer Smith Park - Sound of Music promotional banners
- Ontario St. and Brant St. adjacent to Veteran Square and City Hall - Remembrance Day banners
- Brant St. from Ghent Ave. to Victoria Ave./Baldwin St. - Downtown Burlington promotional banners

The size of banners can vary however the common size used is 24" wide by 52" long. In addition, banners are typically manufactured from a porous material to reduce wind load when installed. Specialized banner mounting hardware designed to flex in high wind conditions are also necessary for installation.

The approximate cost for banners, including banner production, mounting hardware and labour to install, is approximately \$500 each. This estimate is based on staff's experience with the 17 Remembrance Day banners installed on Brant St. and Ontario St., adjacent to Veteran Square.

## **Strategy/process**

### Site Selection Criteria

In evaluating possible locations for banners to recognize the 2SLGBTQIA+ community, the following was taken into consideration:

- Locations should ideally be along major roads to maximize exposure and awareness;
- Relatively close and uniform spacing of streetlight poles to provide aesthetic appeal;
- Location of streetlight poles in relation to the sidewalk and road to prevent hazards to pedestrians, cyclists or vehicles;
- Streetlight poles selected need to be of adequate height and capable of supporting the additional load created from banners and mounting hardware;
- The presence of signage and other existing attachments on streetlight poles that would prevent the installation of banners; and,
- The presence of tree foliage such that banners would be obstructed and not completely visible.

Using the factors listed above, staff have reviewed a number of road sections throughout the city to identify potential locations for the banners. In general, roadways within commercial areas were given preference and road sections within residential areas or with residential frontage were excluded.

The list below highlights road sections identified as suitable for the installation of banners.

### Locations Identified as Suitable

- Brant St. between Fairview St. and Ghent Ave. (both sides)
- Lakeshore Rd. south of Northshore Blvd./Maple Ave. and along the Beachway and Joseph Brant Hospital property (both sides)
- Fairview St., from Maple Ave. to Brant St. (north side)
- Fairview St., from Brant St. to Drury Lane (south side)
- Fairview St., from Guelph Line to Cumberland Ave. or further east to Woodview Rd. (south side)

### Recommended Location

Based on the review of suitable locations, staff recommend the section of Brant St. between Fairview St. and Ghent Ave. for the placement of Rainbow Pride banners. This is a section of road approximately 260 meters in length with a total of 19 streetlight poles available for banners.

This location is recommended based on it being well travelled by vehicles and pedestrians, and it contains suitable streetlight infrastructure for banners to be installed on both sides of the road and at a safe height above the sidewalk. The addition of banners through this section (during the month of June) will compliment other current banner programming to the south to where the BDBA hanging baskets begin at Victoria Ave./Baldwin St.

### **Options Considered**

Alternate locations reviewed but determined not to be suitable for banners include the following roads:

- Plains Rd. E. and Plains Rd. W. – streetlight luminaires are primarily located on hydro poles owned by Burlington Hydro
  - Tim Dobbie Dr. north of Dundas St. – streetlight poles are sporadically and unevenly spaced and as such, not recommended for banners
  - Downtown locations – Hanging baskets currently exist on many streetlight poles in the downtown area. While the hanging baskets provide beauty and aesthetics to downtown during the summer months, it is not recommended to have both hanging baskets and banners on the same streetlight pole. As such, banners have not been considered for many of the roadways downtown containing hanging baskets.
  - Various sections of Walkers Line from Lakeshore Rd. to Dundas St. – contains uneven and widely spaced streetlight poles and residential frontage on southerly sections.
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### **Financial Matters:**

The total estimated cost for this project is \$9,500 (19 banners at \$500/each) and will be funded using the Public Art Installation for Marginalized Groups capital project that received \$45,000 in the 2022 approved budget.

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### **Climate Implications**

Not applicable

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### **Engagement Matters:**

The selection of feasible locations was primarily technical in nature however, public engagement for this initiative has been provided through Council discussions and the approval of the staff direction.

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### **Conclusion:**

Brant St. between Fairview St. and Ghent Ave. is recommended for the installation of Rainbow Pride banners as it provides a suitable and prominent location and creates symmetry with existing banner programs and transitions well with the existing BDBA banner program along Brant St.

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Respectfully submitted,

Jeff Black  
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### **Report Approval:**

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.