

Calgary




Pageantry Flag Permit Guidelines

January 22, 2025

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1.0 Introduction

Permits are required to install pageantry flags on City-owned street light poles. The City will only grant permits for pageantry flags to City of Calgary departments, Business Improvement Areas, subdivision developments, community associations, and to promote major public events. All banners on City street light poles must follow the Temporary Signs Bylaw 29M97. 

These banners must be approved by The City of Calgary and generally stay up for a period of up to six months. Each application is reviewed on a case-by-case basis.

2.0 Application procedure

Applications must be submitted a minimum of four weeks prior to the desired installation date, and may be submitted up to four months in advance.

The application must include:

- A certificate of insurance with two million dollars of liability insurance and a 30-day cancellation clause naming the City of Calgary as co-insured for the period that the pageantry flags will be displayed. The applicant acknowledges that they are responsible for all damages to the structure(s) caused by the installation of their flags.
- Request on letterhead, indicating that the applicant is a City of Calgary business unit, subdivision development, community association, business improvement area (BIA), or for a major public event (e.g. The Calgary Stampede, Spruce Meadows, etc.)
- In the letter, the locations and number of pageantry flags you are requesting permission to install.
- An electronic copy (pdf) of a scaled detailed drawing conforming to the pageantry flag design and installation requirements. This drawing must demonstrate the exact dimensions, proposed artwork, construction material and mounting hardware/method must be submitted for review.

Pageantry flag permit applications are accepted via email at: banners@calgary.ca.

3.0 Pageantry Flag Permit Fees

\$63.05 + GST fee, plus cost of inspection:

Cost of Inspection

\$400 + GST per quadrant. All fees are non-refundable.

4.0 Pageantry Flag Design Requirements

An electronic copy of a scaled detailed drawing that demonstrates the exact dimensions, proposed artwork, construction material and mounting hardware/method must be submitted for review with the permit application.

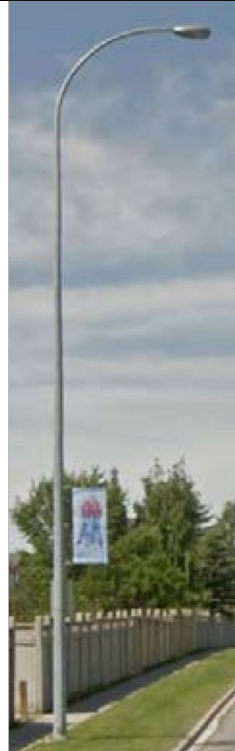
Design Requirements:

1. The maximum allowable pageantry flag surface area is 1.4 m². An engineering review may be required for deviations from this guideline.
2. Flags must be constructed of a sturdy fabric and fastened with approved mounting hardware that will not damage the streetlight pole. Metal signs must adhere to the same surface area, mounting location and hardware requirements as outlined for pageantry flags. Other mounting hardware like spring hinged brackets may be considered on a case by case basis.
 - Where there is one sponsor, a maximum of 10% of the flag may be used by the thirdparty sponsor.
 - Where there are multiple sponsors, a maximum of 15% of the flag may be used by the third-party sponsors in totality.
 - As per submission requirements, an electronic copy of the scaled detailed drawing of the sponsor logo/identification is required.
 - Subject to requirements set out in the Temporary Signs Bylaw 29M97.

5.0 Sanctioned Street Lights

9, 15m Single Davit Galvanized Street Light Pole

Banner size: 1.44 m² mounted at 2.7m to centre of banner



5m Black Painted 17th Avenue Pole

Banner Size: 1.05m x 0.675m

Total Area (2 Banners): 1.41m²

Exclusive access to Business Improvement Area (BIA).



8m Black Painted Stephen Avenue Pole

Exclusive access to Business Improvement Area (BIA).



5m Black Painted Center Street Bridge Pole

Exclusive access to Centre City Planning.



5m Black Painted Inglewood Pole

Exclusive access to Business Improvement Area (BIA).



7.8m McKenzie Towne Pole

Banner Size: 1.05m x 0.686m

Total Area (2 Banners): **1.44m²**

Bottom banner arms located at 3.5m from base



7m Grey LED Memorial Drive Pole

Banner Size: 1.524m x .762m

Total Area (2 Banners): 2.32m²

Exclusive access to City of Calgary Parks.



11m 16th Avenue Pole

Upper Banner Arm: 0.881m

Lower Banner Arm: 0.452m

Total Banner Area: 2.11m²

Exclusive access to Centre City Planning.



6.4m 11 Ave SW (Electric Ave) Pole

Banner Size: 1.05m x 0.67m

Total Area (2 Banners) 1.407m²

Exclusive access to Business Improvement Area (BIA).



12m Tapered Aluminum Pole

Total banner area: 1.85m²

Centre of banner located a 4m above base



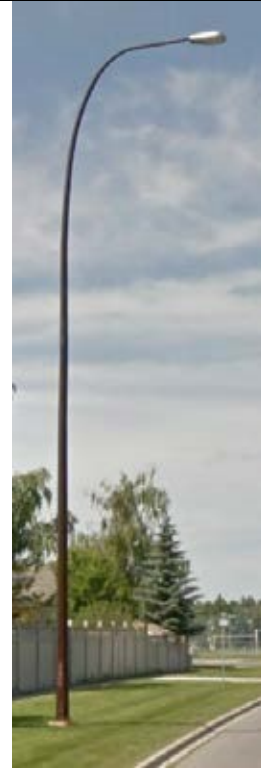
4.6m Chinatown Style Pole

Banner size: 1.54m²

Exclusive access to Business Improvement Area (BIA).



6.0 Restricted Street Lights



**15m Single Davit Corten Light Pole
Wood Light Pole**





9m Green Painted Light Pole



20m Double Davit Galvanized Light Pole

5.5m Barclay Mall Pole



7.0 Pageantry Flag Installation Requirement

Installation Requirements:

1. Pageantry flags must be installed on sanctioned Street Light Poles only (no restricted street light poles will be considered).
2. The installation plan must specify the centroid of the flag to be located 2.7m above the light pole base. The bottom of the flag must be a minimum of 2.0m above the light pole base.
3. Pageantry flags cannot coexist, block, or interfere with other flags, signs and traffic control devices on streetlight poles. Roads may install new signs that require the removal of a banner at any time.
4. Potential street light pole locations shall be inspected and approved by City of Calgary personnel prior to installation and upon annual renewal of permits. See 4.5 - inspection cost structure.
5. Pageantry flags must be installed and removed by approved, professional installers only. Applicant must submit, for approval, the name of the installation company they have contracted to perform the work. Temporary traffic control may be required. This requires a street use permit in addition to the banner permit.
6. The applicant is responsible for the any costs associated with the installation or removal of the pageantry flags. This may include fees for any City of Calgary Street Use permits that may be required to complete the installation/removal.
7. Applicant must conduct regular inspections and perform preventative maintenance to ensure all pageantry flags / banners are intact, presentable and do not pose a safety hazard for the duration of being installed on the street light structures.

Relevant Work Instructions

1. The Traffic Engineer may restrict the installation of any pageantry flags that would conflict with or detract from other pageantry flags or banners used during major special events.
2. Pageantry flags cannot cover existing flags. If the structure is occupied, contact the City of Calgary.