

Special Event Road Closure Advertising Guidelines

A public information/communications plan is required as part of all Special Event Road Closure Permit applications. The following advertisements are required to inform stakeholders and affected public of anticipated impacts.

The City of Penticton reserves the right to require additional information or advertisements, according to the size, location and complexity of the proposed closure. Please include copies of your proposed advertisements and notifications with your Special Event Road Closure Application.

Newspaper Notification

The dates, locations, and times of any road closures or impacts must be advertised at least once and a week in advance of the road closure in at least one wide circulation local newspaper (Penticton Herald or Penticton Western News). Please provide a proof of the advertisement and confirmation of the dates that the advertisement will run with your Special Event Road Closure Application.

This advertisement must include:

- Name and Date(s) of the event
- Dates, times, and locations of any road closures or traffic impacts
- Event website, name and telephone number for the event organizer and on-site contact
- A suggested template is provided below, although it is not mandatory to use this template

Template Newspaper Notification

SPECIAL EVENT ROAD CLOSURE NOTICE

Event Name

Event Date(s)

Event Time(s)

Streets Affected: (ex. Lakeshore Dr., Power St., and Riverside Dr.)

Road Closure Start Time:

Road Closure End Time:

Brief Event Description: [ex. full or partial closure, for what purpose, runners/cyclists/vehicles]

Event Route Details:

Rolling Closure Information (if necessary):

Map of route (if necessary):

For further event details, please visit **Event Website**, email **Event Contact Email Address**, or call **Event Contact Phone Number**

Notice of Impacts

- A letter/notice describing the impacts of your event's road closure must be hand-delivered to affected residents/stakeholders at least one week prior to the event day. The notice must include:
 - Name and brief description of the event
 - A map providing information on road closure locations, dates, and times
 - Explanations of alternative access where necessary
 - Event website, name and telephone number for the event organizer and on-site contact
- A suggested template is provided below, although it is not mandatory to use this template

Distribution List

- Please provide a list or map of businesses, residents, and property owners that will be impacted by the proposed road closure, and who will be notified about the event and closures. This list must include:
 - Transit Service Provider, Penticton RCMP, Penticton Fire Department, BC Ambulance
 - All businesses along the route
 - All residents and property owners along the route



Template Notice of Impacts to Affected Residents/Businesses

NOTICE OF SPECIAL EVENT

To Business Owner/Resident,

This is your notice of an exciting community event happening in your area/neighbourhood.

Event Name: _____

Event Date(s): _____

Event Time(s): _____

(eg. SATURDAY JAN/01/2019)

Road Closure Time(s): _____

No. of Participants Expected: _____

No. of Spectators Expected: _____

Primary Contact Name & Phone Number during event: _____

Event Details/Route/Road Closure Information:

The **Event Name** takes place on **Event Date** starting at **Event Times**. [**Brief Route Description** – ex. Over 1,200 runners will travel on a 21 km course taking them from **Road A**, north on **Road B** and south on **Road C** to a turnaround point at **Location D**.] The event will conclude/road will re-open to traffic at approximately **Estimated Event End Time(s)**.

Name of Traffic Control Company will be [**List Traffic Control Measures** – ex. supervising runners and a rolling road closure to provide a safe environment for runners, residents, and passing motorists].

A **route map and list of affected roads** is provided on the back side of this notice/below.

Please avoid using these roads, where possible, during the event. Exercise caution if traveling during the **Event Times/Dates** in the affected areas until cones, barricades, and signs have been removed. Our primary concern is safety. All motorists must obey traffic control personnel and volunteers stationed along the course.

Specific Neighbourhood Information: Approximate times event participants will pass through your neighborhood are listed below. [List times of heaviest traffic, if applicable]. [List complete road closures and alternate access points, where necessary]. We would like to thank you in advance for your cooperation and we apologize for any inconvenience we may be causing you.

EVENT CONTACT INFORMATION

Name, Phone Number, Email Address, Event Website

The City of Penticton Events Department (events@penticton.ca or 250-490-2591) can also be contacted for further information.

Questions?
Call: (event contact phone number)
Email: (event contact email address)
Or Visit: (event website)