



Policy 111 BANNERS

1. Policy Purpose

The purpose of this policy is to provide terms and conditions for the community placement of banners on decorative light poles owned by Town of Kentville.

2. Policy Goal

The goal of this policy is to allow for the promotion and celebration of events, people, commemorations, or special community recognitions through the placement of large banners on Town-owned light poles and the responsibilities for applicants.

3. Definitions

- a. "Council" means council of the Town of Kentville.
- b. "Designated Light Pole" means only those decorative light poles owned by Town of Kentville.
- c. "Ineligible Banners" are banners that are political, union, or religious in nature or tone, promote ideologies of intolerance or civil disobedience, or represent ideas or beliefs that are contrary to those of the Town of Kentville.
- d. "Town" shall mean Town of Kentville.

4. Legislation

Section 47 (1) of the *Municipal Government Act* states that council shall make decisions in the exercise of its powers and duties by resolution, by policy or by by-law.

5. Designation of Pole Banners Authorized to be Placed on Town Owned Light Poles

- a. Where a Town-owned designated light pole exists in Kentville, and where the Town does not already have a banner on the pole, or have plans to place a banner on that pole during certain times, incorporated non-profit organizations may make application to the Town to place single

banners on one or more requested poles, subject to the terms and conditions of this policy.

- b. Where two banners may be placed on one Town-owned designated light pole side by side, this application may be approved in whole or in part.
- c. Only those poles with current banner hanging hardware may be used, unless the applicant supplies and installs, at its own costs, additional hardware upon which banners may be hanged. Such new hardware, the standards of which must be approved by the Town, shall be removed with the applicants' banners or the hardware will become the property of the Town.

6. Supply, Placement, and Removal of Banners

- a. Applicants must note on their application what designated light poles that they wish to place banners on, and the dates of banner placement and removal.
- b. All banners to be hanged by an applicant must be supplied and hanged by the applicant without any costs to the Town for purchase, placement, or removal including the supply of necessary hanging hardware to affix one or more banners to designated light poles.
- c. The placement of each banner by the applicant must be done so in accordance with Nova Scotia occupational health and safety regulations, and any applicable traffic safety requirements.
- d. The applicant must provide a sample banner to the Town with its application for inspection to ensure it meets with quality and image standards.
- e. Should any banner be required to be removed, and the applicant fails to remove it in the time required by the Town, the Town may remove the banner or banners and charge the costs to the applicant. If this Town removal is required, the applicant shall not be eligible to place any banners on designated light poles in the future.

7. Application

- a. Eligible community organizations may apply to have community banners placed on Town-owned decorative light poles for periods of up to four weeks, all days consecutively, by submitting a request in writing on the applicable form, not more than six months prior, or less than two months prior to, the requested first banner placement date.

- b. Should any banner approved under this policy be hanged that is not the same material and type that was supplied as the approved sample, the Town may require that some or all banners be immediately removed.

8. Banner Request Review

- a. After receipt of a request from an established community organization to hang a banner or banners on designated light poles, staff will review the application within thirty (30) days to ensure it meets the requirements set out in this policy.
- b. If the application does not meet the requirements noted in this policy, the applicant shall be notified of such.
- c. If the application meets the requirements of this policy, the applicant will be notified and required to provide the Town with notification they are ready to be installed at least fourteen (14) days prior to the day the banner or banners are to be placed on the designated light pole or poles, along with a copy of their insurance policy showing the Town as an additional insured.
- d. No Ineligible Banners shall be permitted to be placed on any designated light pole.
- e. The decision regarding whether a banner is an Ineligible Banner shall rest with the Chief Administrative Officer and not be subject to appeal.

9. Repeal

Policy G44, Banner Advertising Policy, approved on the 17th day of January 2017, is hereby repealed.

Seven Day Notice of Policy: May 11, 2026

Council Approval: May 25, 2025

In Effect: May 26, 2026

This is to certify that Policy 111, Banners, was approved by Town Council on the 25th day of May, 2026

Original signed by Andrew Zebian

Original signed by Chris McNeill

Mayor

Clerk

Schedule "A"

APPLICATION FOR PERMISSION TO HANG A COMMUNITY BANNER(S)

Applicants Name: _____

Organization Representing: _____

Applicants Civic and Mailing Address: _____

Applicants Phone: _____

Applicants E-mail: _____

Community Banner to be Flown _____

Dates Requested to be Hanged: _____

Location, Picture of Banner, and Number of Poles Requested: _____

(Please indicate civic number adjacent to pole(s) and number of poles and include a map)

I acknowledge that I have read and understand Policy 111, Banners, and meet all requirements and submit this application understanding my responsibility.

Signature

Date