

**Title**

1. The title of this policy is the Pole Banner Policy 25-04.

**Purpose**

2. This policy establishes guidelines for the installation of community pole banners in the communities of Parrsboro and Springhill. This policy supports community engagement and promotion while ensuring safety, fairness, and consistency in the use of municipal resources.

**Scope**

3. This policy applies to all individuals, organizations, and community groups requesting to install banners on municipally-approved utility poles within the communities of Parrsboro and Springhill.

**Banner Program Season and Installation Periods**

4. A maximum of three banner installation periods will be permitted per year per community. Two will be reserved in each community for the following:
  - a. Veterans Banners
  - b. Graduate Banners.
5. Installation and removal will be conducted by municipal staff or approved contractors only, and may be subject to scheduling and weather conditions.

**Application Requirements**

6. All applicants must submit a Banner Installation Request Form (Appendix A), which shall include:
  - a) Name and contact information of the applicant/organization
  - b) Requested installation date
  - c) Requested removal date
  - d) Number of banners to be installed
  - e) Banner design for review and approval
  - f) Proposed banner locations (subject to availability, requirements of the owners of the utility poles, and municipal approval).

### **Submission Deadline**

7. All banner requests must be submitted at least 60 days in advance of the requested installation date.

### **Banner Limitations and Conditions**

8. Due to utility pole capacity, each organization is permitted to install a maximum number of banners per installation period in the following communities:
  - a. Parrsboro – 60
  - b. Springhill – 169
9. Banners must be in good condition, suitable for fastening to existing utility pole brackets, and professionally printed.
10. The Municipality will not approve applications from community organizations in support of:
  - a. Political parties
  - b. Religious groups
  - c. Community groups or organizations that support social or racial intolerance, violence, or hatred.
  - d. Or other organizations determined to be inappropriate.
11. The Municipality reserves the right to reject banners that do not comply with these standards.

### **Approval Process**

12. Applications will be approved by the Chief Administrative Officer on the reviewed recommendation of the Director of Recreation & Community Services.
13. Approval is subject to utility pole availability, requirements of the owners of the utility pole, scheduling, and compliance with Sections 8, 9 and 10.

### **Costs and Responsibilities**

14. Any internal costs relating to the installation of banners shall be charged to the area rate of the community in which they are installed.
15. The applicant is responsible for producing and delivering the banners to the designated municipal office by the date specified.
16. The Municipality is responsible for the purchase and maintenance of the pole-mounted brackets.

17. The Municipality will be responsible for the removal of any banners that are damaged or deemed unsuitable for display.
18. The Municipality is not responsible for the storage of banners for any individuals or groups.
19. The Municipality is not responsible for any loss, damage, or theft of banners.

**Clerks Annotation for Official Policy Book**

Date of Notice to Council of Intent to Consider the Policy (7 days minimum): September 10<sup>th</sup>, 2025

Date of Passage of Policy: September 17<sup>th</sup>, 2025

Date of Notice to Council of Intent to Consider Amended Policy: May 20, 2026

Date of Passage of Amended Policy: May 27, 2026

I hereby certify that this Pole Banner Policy 25-04 was adopted as indicated above.

Deputy Clerk: *Amanda Hennean*

Date: May 28, 2026

### Appendix A – Application for Pole Banner Installation

Please select the location for the pole banner:

\_\_\_\_\_ Parrsboro    \_\_\_\_\_ Springhill

*Consideration will be given to the order in which applications are received.*

Please note: Applications should be submitted to the Director of Recreation & Community Services at least 60 days prior to the date being requested. Once a decision is made, you will be advised by staff through the contact information you provide below. Approved applicants will be requested to provide a jpeg of their banner.

Community Organization Requesting Banners to be Mounted: \_\_\_\_\_

Number of Banners: \_\_\_\_\_

Significance of Banners (this information will be used for communication purposes by the Municipality):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Please indicate the preferred dates of the period that your organization would like the banners to be mounted:

From: \_\_\_\_\_ To: \_\_\_\_\_

**FOR OFFICE USE ONLY**

Date Received: \_\_\_\_\_ Meets Policy: \_\_\_ Yes \_\_\_ No

CAO Approved: \_\_\_\_\_

### Appendix B – List of Recurring Banners

Recurring Banners to be Mounted	
Banners/Events	Approximate Dates
Parrsboro High School Graduates	
Springhill High School Graduates	
Springhill Veterans	

## Plain Language Summary

This plain language summary is intended to help understand the policy. When a question about the policy comes up, the full policy is to be used to address the issue.

### Purpose

The policy explains how community groups can request to put banners on utility poles in Parrsboro and Springhill. The goal is to promote community pride and events while keeping things safe, fair, and consistent.

### Who it Applies To

Any individual, organization, or community group wanting to display banners on municipally approved poles.

### When Banners Can Go Up

- Up to 3 installation periods per year per community.
- Two of those are reserved for Veterans' banners and Graduate banners in Springhill, and one for Graduate banners in Parrsboro.
- Installation and removal are only done by municipal staff or approved contractors.

### How to Apply

Groups must:

- Fill out a Pole Banner Installation Request Form at least 60 days before installation.
- Provide contact info, dates, number of banners, design for approval, and location preferences.

### Banner Limits

- Parrsboro: up to 60 banners per installation period.
- Springhill: up to 169 banners per installation period.
- Banners must be professional, in good condition, and fit the existing brackets.

## **Restrictions**

Banners cannot promote:

- Political parties
- Religious groups
- Intolerance, violence, or hatred
- Anything deemed inappropriate by the Municipality

## **Approval**

- Applications are reviewed by the Director of Recreation & Community Services and approved by the Chief Administrative Officer.
- Approval depends on pole availability, scheduling, and compliance with the rules.

## **Costs & Responsibilities**

- Installation costs are charged to the community's area rate.
- Applicants must pay for and deliver their banners.
- The Municipality pays for and maintains the brackets.
- The Municipality will remove damaged banners but will not store banners or cover any loss, damage, or theft.