

**Town of Saugeen Shores  
Corporate Operational Guideline**

<b>Street Pole Banners</b>	
<b>Department:</b> Corporate	<b>Prepared By:</b> Lisa Billing
<b>Original Issue Date:</b> February 7, 2020	<b>Review Date:</b> January 1, 2020

**Purpose:**

The Town of Saugeen Shores recognizes the benefit of a limited number of Street Pole Banners to animate the Town and to promote business improvement areas, special events or activities consistent with the purposes and values of the Town of Saugeen Shores and its vision. Promotion of the business improvement areas, community events or activities through the use of Street Pole Banners is intended to enhance the public realm and compliment the surrounding natural environment, thereby contributing to the overall quality of the visitor experience.

The purpose of this policy is to guide the design, approval, installation and maintenance of Street Pole Banners to ensure a consistent process.

**Definitions:**

BIA: Business Improvement Area

Community Organization: A charitable, non-profit or government organization (e.g. museum) that serves the community of Saugeen Shores.

**Responsibilities:**

1. The Community Services Department is responsible for overseeing the Street Pole Banner program.
2. The Public Works Department is responsible for installation and removal of Street Pole Banners.
3. Port Elgin and Southampton Business Improvement Areas are responsible for working in partnership with interested Community Organizations to display banners.
4. Community Organizations are responsible for designing, purchasing and storing their Street Pole Banners.

## Procedure:

1. The Port Elgin BIA and Southampton BIAs will work in partnership with Community Organizations who wish to have banners installed on the street banner poles in Port Elgin and Southampton.
2. Each respective BIA will work directly with the Community Organization to design banners that align with the Community Organizations' style guidelines and needs as well as the design guidelines for each BIA including:
  - a. Community Toolkits ([Port Elgin](#) and [Southampton](#))
  - b. Existing streetscape plans
  - c. Community branding
3. Community Organizations interested in having a banner installed will be required to submit a Street Pole Banner Application Form (Schedule A) to the Community Services department. The application will be forwarded to the appropriate BIA for review and collaboration.

The application form will include:

- a. A description of the organization including their purpose and an explanation of the organization/their event's benefit to the community;
  - b. Contact information for group and individual assigned the banner project;
  - c. The purpose of the banners;
  - d. Agreeance to the seasonal installation date of before April 1<sup>st</sup> and removal after Labour day annually;
  - e. The proposed banner design including colours, text, and graphic content..
4. All banner applications must be received by Community Services no later than February 1st annually.
5. Each BIA will be responsible for notifying the Community Services department prior to April 1 annually to indicate any changes to banner placements from the previous year.
6. Successful applicants will not be offered first right of refusal with banners. Banner selection will be reviewed annually.
7. The Public Works department is responsible for installation. All banners will be installed in April annually or during the designated "off season" (mid-Sept. to mid-Nov.). One-off requests outside of this period will be considered as requested.

8. Street Pole Banner locations:
  - a. **Port Elgin:** Goderich St. from Elgin St. to Catherine St., and Green St. from Goderich St. to Bricker St.
  - b. **Southampton:** High St. from Victoria St. to Huron St.
9. These identified banner locations are owned by the Town of Saugeen Shores and are under the care and control of the Public Works and Community Services Departments. The Port Elgin and Southampton BIAs financed the street pole banner project.
10. The Town will not support cross street banners.
11. The Town will not be held accountable for banners that become damaged during installation or during the duration of the permit specified dates.
12. The Town and BIAs reserve the right not to enter into an agreement with those promoting a message to the use of alcohol and/or tobacco products as well as banners which represent political and religious campaign messaging. The municipality reserves the right to deny banners which are deemed inappropriate by source of funds or message being conveyed.



**Schedule A**

**Street Pole Banner Application Form**

**Contact Information:**

Name of Group: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Organization/Group Information:**

Name of Event (if applicable): \_\_\_\_\_

Purpose of Organization/Event: Describe how your organization/event serves or benefits the community of Saugeen Shores.

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

**Banner Information:**

What is the purpose of the banners? \_\_\_\_\_

\_\_\_\_\_

How many banners would you like to hang? \_\_\_\_\_

Location (please check):  Southampton  Port Elgin  Both

Describe your proposed banner design (i.e. colours, text and graphic content).

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**Attach a pdf or jpeg image of your proposed banner design.**

By signing this application form, the organization/group acknowledges that the Street Pole Banners are installed in April and removed after Labour Day annually.

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Signature of Applicant

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Date

**Return application to:**

Department of Community Services  
Lisa Billing  
Recreation Supervisor  
[lisa.billing@saugeenshores.ca](mailto:lisa.billing@saugeenshores.ca)  
519-832-2008 ext. 124