

TANTRAMAR POLICY NUMBER: 2025-16	Pages: 3
Administered by: Chief Administrative Officer	Subject: Pole and Street Banner Policy
Effective Date: July 8, 2025	

PREAMBLE

The purpose of this policy is to provide guidance as to how and when pole banners on Tantramar owned or controlled properties shall be requested and installed.

DEFINITIONS

- a. Pole Banner: A sign, typically made of cloth or fabric, that is designed to be attached to a street pole or light standard.
- b. Street Banner: Signs which extend across a right-of-way and are typically installed on poles within the boulevard.

POLICY STATEMENT

All banner themes shall have significance to and provide benefit to Tantramar and its citizens.

The banners shall not:

- Represent illegal activities
- Promote hate
- Be a political advertisement
- Cause, abet or stimulate civic disorder
- Be commercial in nature
- Be otherwise inappropriate in Tantramar's sole opinion
- Represent or infer that the Municipality is a sponsor or proponent on the content or representation of the Banner.

CONDITIONS

1. LOCATIONS

- a. Tantramar has poles for banner décor within the communities of Dorchester and Sackville.
- b. Locations will be selected at random and can change from year to year. Tantramar will not accept specific location requests from individuals or groups.

2. BANNER DIMENSION, MATERIAL AND DESIGN

- a. Any group or individual requesting a banner installation must provide the banners to be installed under the following conditions:
 - i. Banner design provided by group or individual must be approved by Tantramar.
 - ii. Pole Banners Size must be 48" X 24".
 - iii. Pole Banners must be printed double sided on 18 oz vinyl with standard 2.5" sleeve at top and bottom with four (4) grommets.
 - iv. Street Banners must be 20' X 3' in size, printed double sided with wind vents and 20 grommets (10 top and 10 bottom).

3. INSTALLATION AND REMOVAL OF BANNERS

- a. The installation and removal of pole banners is to be facilitated by Tantramar only.
- b. The installation and removal of street banners is to be facilitated by the applicant, using a licenced professional, in predetermined locations provided by Tantramar.
- c. The upkeep of pole mounted brackets is the responsibility Tantramar.
- d. The banner program will run between late May and mid November, with a maximum of three (3) installation periods per calendar year. Exact timing to be determined by the Director of Active Living and Culture or designate.
- e. Banners shall be provided to Tantramar at 182 Main Street, Sackville a minimum four (4) business days prior to the planned installation date.
- f. Once banners are removed, the individual or group will be e-mailed to collect the banners within two (2) weeks. If banners are not collected within two weeks, Tantramar will dispose of the banners.
- g. Tantramar will *not* store banners for any individuals or groups, apart from the Tantramar Veterans Banners, which will continue to be stored by Tantramar.

4. REQUESTS TO PARTICPATE

- a. Requests shall be made by **no later than February 15** each year.
- b. Requests must be submitted via the application form included in Appendix A.
- c. Tantramar's review of requests to participate in the banner program will include significance to and benefit to Tantramar and its citizens and significance of event that banner celebrates. Preference will be given to smaller scale installations and new participants.
- d. Applicants will be advised by e-mail of whether they have been accepted for the program that year, and other pertinent details and conditions.
- e. The installation of banners by individuals or groups is not permitted at any time.
- f. The Tantramar Veterans Banners will be installed annually with no installation request required.

5. ROLES AND RESPONSIBILITIES

Director of Active Living and Culture or designate

- Ensure the guidelines of this policy are clear to community organizations.

Chief Administrative Officer or designate

- Approve banner applications and locations in a timely manner

6. DISCLAIMERS

- a. Installation and removal dates may vary depending on operational requirements and priorities.
- b. Banners erected without prior approval will be removed promptly at the owner's expense.
- c. Tantramar is not responsible for the loss, or any damage caused to the banners while installed or in storage.
- d. Tantramar reserves the right to refuse any application which it deems inappropriate.
- e. Tantramar reserves the right to use any banners as infill at Tantramar's discretion.

APPENDIX A

Street/Pole Banner installation Request

Individual/Team/Organization:			
Contact Person:			
Primary phone:			
Street Address:			
City:		Postal Code:	
E-mail:			

<p>Please explain the content of the banners why you feel it is important for Tantramar to display them.</p>

Requested Installation Date		Requested Removal Date	
Preferred community for installation			

Applicant Signature

Date

Approved by:

Comments and Fees:

Tantramar Active Living and Culture