

MUNICIPAL FLAG & COMMEMORATIVE LIGHTING POLICY

Effective:	December 1, 2009	Revision Date:	June 18, 2025
Authority:	Council	Supersedes:	February 21, 2024

1. Policy Statement

This policy outlines and defines the criteria and process for commemorative lighting of the Clock Town and for the raising, displaying, and half-masting of flags at municipal facilities of The Corporation of the Town of Whitchurch-Stouffville (hereinafter referred to as the Town).

2. Purpose

The purpose of the policy is to provide clear guidelines and processes for commemorate lighting requests and for the raising, displaying, and half-masting of flags at municipal facilities of the Town.

3. Definitions

Official Town Flag - gold and blue with the Town's Crest

Supplemental Town flag - multi-coloured Stouffville branded (logo)

Community Flagpole – located at the Leisure Centre, 2 Park Drive, used for approved community or alternative flag raising requests

Clock Tower – located in Civic Square, downtown Stouffville

Commemorative Lighting – the use of multi-colour lighting installations to light the façade of the Clock Tower in support of a cause

4. Roles and Responsibilities

Community Services will maintain an inventory of flags flown at all municipal facilities and is responsible for replacing, raising, lowering and half-masting the flags. Community Services is responsible for the lighting of the Clock Tower.

Corporate Communications will be responsible to inform Members of Council, staff and all facilities of the half-masting of flags with respect to the reason and the duration that the flag will be flown at half-mast. Corporate Communications will also publish notices of the raising of community or alternative flags on the community flagpole at Memorial Park and commemorative lighting of the Clock Tower on the website for information to the public.

Legislative Services will be responsible for receiving and approving requests for raising community or alternate flags at the community flagpole at Memorial Park and receiving and approving commemorative lighting requests of the Clock Tower.

5. Procedure – Display of Flags on Municipal Poles and in Council Chambers

The National Flag of Canada always takes precedence over all other flags when flown on Canadian soil. Therefore, it should always be placed in the position of honour. The only flags to which precedence is given over the National Flag of Canada are the King's Personal Canadian flag, as well as the Personal Canadian Flags of members of the Royal Family and the personal flags of the governor general and lieutenant governors (in the province of jurisdiction) when assuming the duties of the representative of the King.

Flags will be displayed in accordance with the rules set out in the "Flag Etiquette in Canada" guide provided by the Government of Canada. See attachment 2 for quick reference.

Procedure – Half-Masting

Flags are flown at the half-mast position as a sign of respect and condolence or to commemorate significant dates. All flags will be flown at half-mast at municipal facilities. The position of the flag when flying at half-mast depends on its size, the length of the mast and its location, but as a general rule, the centre of the flag should be exactly half-way down the mast. When hoisted to or lowered from half-mast position, a flag should be first raised to the masthead. Some buildings fly flags from horizontal or angled poles, without halyards, to which flags are permanently attached. Flags on these will not be half-masted. If there is a community or alternative flag flying at the community flagpole, it shall be replaced with the Town's flag during the half-mast period.

Flags will be flown at half-mast in recognition of the following dates;

- April 9, Vimy Ridge Day;
- April 28, Workers' Mourning Day;
- June 23, National Day of Remembrance for Victims of Terrorism;

- Second Sunday in September, Firefighters National Memorial Day;
- Last Sunday in September, Police and Peace Officers National Memorial Day, until sunset;
- September 30, National Day for Truth and Reconciliation;
- November 11, Remembrance Day (the National flag is to be flown at half-mast from 11:00 a.m. to coincide with the start of the ceremony at the Cenotaph at the Stouffville Cemetery, until sunset; and
- December 6, National Day of Remembrance and Action on Violence Against Women.

In addition to the above dates, all flags will be flown at half-mast on the following specific occasions;

- On the death of a current or former Mayor or Member of Council
- On the death of a current or former Town employee. (In the case of former employees, the flags are flown half-mast only if the death is reported to the Town prior to the funeral)
- On the death of the Lieutenant Governor of Ontario, the Premier of Ontario or another person similarly honoured by the Province of Ontario
- On the death of the local Member of Parliament or local Member of Provincial Parliament whose riding includes the Town of Whitchurch-Stouffville
- A special honour for someone the Town wishes to respect. This may include a foreign Head of State or Head of Government or other notable person. In these instances, the Mayor and CAO will determine whether the Town will follow the lead of the Department of Canadian Heritage.
- Flags may be flown at half-mast in respect of an individual not specifically identified in this section, at the discretion of the Mayor and CAO.
- The flags at Fire stations may also be flown at half-mast in recognition of line-of-duty deaths of emergency service workers in other municipalities; and in special circumstances outside of Ontario at the discretion of the Fire Chief. The half-masting of such flags shall be performed by the Fire station staff.

For the purposes of this policy, Members of Council and staff are requested to notify the Legislative Services division upon the death of any of the above-noted persons. The Legislative Services division will disseminate the information to Corporate Communications and Community Services.

Members of Council, staff and all facilities will be informed of the half-masting of flags, with respect to the location, the reason, and the duration that the flag will be flown at half-mast via Corporate Communications. This notice will also be published on the Town's website for information to the public.

The Community Services staff at each location will be required to lower and raise the flags on the day(s) of each event.

Procedure – Raising of Community or Alternate Flags

The Town recognizes the symbolism of displaying flags as a visual statement that speaks to the solidarity that is shared by all citizens and wishes to honour significant efforts of groups and organizations within the community. The Leisure Centre flagpole shall be the designated community flagpole used for flag raising requests.

There will be no presentations or delegations at Town Council with respect to flag raising requests.

Flag raising requests that are of significance to the Town may be endorsed for the following;

- Civic Promotions
- Public Awareness Campaigns
- Charitable Fundraising Campaigns
- Arts and cultural celebrations
- Special honours for organizations for special achievements
- Flags of nations recognized by the Government of Canada on a country's national day or on the anniversary of a special occasion.

To ensure that the Town is flying flags that are appropriately aligned with the municipality and its core values, flag raising requests will not be issued for the following:

- Political parties or political organizations;
- Religious organizations or in celebration of religious events;
- Promotion of business or commercial enterprise;
- Matters inciting hatred, or those that are discriminatory;
- Intent is contrary to corporate policies or by-laws; or
- Intent is to defame the integrity of the Town, Ontario or Canada.

Any organization or community group that meets the criteria may complete a flag raising request form to request a flag raising on the Town's community flagpole. The form will be available on the Town's website and is directed to the Legislative Services division.

The flag raising request form will seek the following:

- (i) Organization name, contact information, website URL (if available)
- (ii) Purpose of flag raising (cause or event that is being recognized)
- (iii) Preferred date/time for the flag raising
- (iv) Image of the flag
- (v) Names/titles of individuals who will attend the flag raising

- Applications should be submitted a minimum of one (1) month in advance of the first date that the flag is being requested to fly.
- Approvals shall be based on a first come, first served basis, based on the date the request was received by the Legislative Services division.
- For multiple requests during the same period, the flags may be flown for an equal amount of time as determined by the Legislative Services division.
- In some circumstances, authorization from the Clerk may be provided to fly more than one community or organization flag at a time. One community or organization flag will be flown under the other.
- Duration of flag display will be governed by availability and scheduling.
- Requestor must supply flag with the specific dimensions of 36"x 72" at least one week in advance of the flag raising.
- Flag raising requests by organizations must be done annually. An organization does not have exclusive rights to the day, week or month of their request.
- The Legislative Services division will notify the applicant if their flag raising request has been approved or denied and will advise Community Services and Corporate Communications of the approval.
- The Community Services staff at each location will be required to lower and raise the flags during regular business hours on the day(s) of each event.
- The Community Services staff will lower and remove the flag and replace it with the Town's flag when the approved period has ended.
- The flag shall be returned to the Legislative Services division. It is the responsibility of the requester to pick up their flag after the flag raising. Flags will not be mailed back to the requester.
- The Town is not responsible for lost or damaged flags.
- The individual, organization or community group will be responsible for disseminating the flag raising to the media and planning for the attendance of the Mayor or Members of Council, if desired, at the specific event.

Where half-masting is required during the period of a flag-flying request, that flag will be removed and replaced with the municipal flag which will be half-masted.

The Legislative Services division will provide Corporate Communications a list of approved Flag Raising requests who will make it publicly available on the Town's website.

6. Procedure – Commemorative Lighting Requests

The Town recognizes the symbolism of lighting the Clock Tower as a visual statement that speaks to the solidarity that is shared by all citizens and wishes to honour meaningful occasions within the community. The Clock Tower shall be designated for commemorative lighting requests.

There will be no presentations or delegations at Town Council with respect to commemorative lighting requests.

Commemorative lighting requests that are deemed by the Town to be significant may be endorsed for the following;

- Civic Promotions
- Public Awareness Campaigns
- Charitable Fundraising Campaigns
- Arts and cultural celebrations
- Special honours for organizations for special achievements
- Significant anniversary celebrations for a local organization or community group

To ensure that the Town is receiving commemorative lighting requests that are appropriately aligned with the municipality and its core values, requests will not be issued for the following:

- Political parties or political organizations;
- Religious organizations or in celebration of religious events;
- Promotion of business or commercial enterprise;
- Matters inciting hatred, or those that are discriminatory;
- Intent is contrary to corporate policies or by-laws; or
- Intent is to defame the integrity of the Town, Ontario or Canada.

Any organization or community group that meets the criteria may complete a commemorative lighting request form to request lighting of the Town's Clock Tower. The form will be available on the Town's website and is directed to the Legislative Services division.

The following days are reserved for Town programming and may not be booked for any community commemorative lighting requests. The reserved dates listed below may not be all inclusive and can be changed or modified by the Town at any time, without notice.

- January 1 – New Year's Day
- February – Family Day (Ontario)
- May (the last Monday preceding May 25) – Victoria Day
- July 1 – Canada Day
- September (the first Sunday in September) – Labour Day
- October (second Monday in October) – Thanksgiving Day
- December 31 – New Year's Eve

The request for commemorative lighting form will seek the following;

- (i) Organization name, contact information, website URL (if available)
 - (ii) Purpose of lighting (cause or event that is being recognized)
 - (iii) Preferred date/time for the lighting
 - (iv) Colour of lights requested
 - (v) Names/titles of individuals who will attend the lighting (if applicable)
- Applications should be submitted a minimum of one (1) month in advance of the date that the commemorative lighting is being requested.
 - Lightings occur from dusk to dawn.
 - Up to 6 (six) colours can be chosen. The requester is to specify the order of the colours if different colours are chosen.
 - Approvals shall be based on a first come, first served basis, based on the date the request was received by the Legislative Services division.
 - For multiple requests during the same period, the first approved request will govern.
 - Duration of lighting will be governed by availability and scheduling. Commemorative lighting cannot be longer than a one (1) week period.
 - Lighting requests by organizations must be done annually. An organization does not have exclusive rights to the day, week or month of their request.
 - The Legislative Services division will notify the applicant if their commemorative lighting request has been approved or denied and will advise Community Services and Corporate Communications of the approval.
 - The Community Services staff will be required to light the Clock Tower accordingly for the approved period.

- The individual, organization or community group will be responsible for disseminating the commemorative lighting of the Clock Tower to the media and planning for the attendance of the Mayor or Members of Council, if desired, at the specific event.

The Legislative Services division will provide Corporate Communications a list of approved commemorative lighting requests who will make it publicly available on the Town's website.

ATTACHMENT 1

Inventory of Municipal Flag Poles

ADDRESS	LOCATION	#	FLAG(S)			
Municipal Office 111 Sandiford Drive	Front of Building	3	Canada	Province	Stouffville	
Municipal Office 111 Sandiford Drive	Council Chambers	4	Canada	Province	Stouffville	Stouffville Branding
Leisure Centre 2 Park Drive	Front Entrance - East	3	Canada	Province	Stouffville	
Leisure Centre 2 Park Drive	Community Pole	1	Stouffville Branding			
Latcham Hall 8 Park Drive	Front of Building	1	Canada			
6240 Main Street	Front of Building	1	Canada			
Station 5-1 * 100 Weldon Rd	Front of Building	3	Canada	Province	Stouffville	
Operations Centre 5061 Bethesda Side Road	Front of Building	3	Canada	Province	Stouffville	
Ballantrae Community Centre 5592 Aurora Road	Front of Building	1	Canada			
Station 5-2 Ballantrae 15400 Highway 48	Front of Building	1	Canada			
Museum 14732 Woodbine Ave	Front of Building	3	Canada	Province	Stouffville	
Stouffville Arena 12483 9th Line	Parking lot	1	Canada			
Lemonville Community Centre 13453 McCowan Road	Mounted to Building	3	Canada	Province	Stouffville	

All Flags are 36" x 72"

*Flags are 54" x 108"

ATTACHMENT 2

<https://www.canada.ca/en/canadian-heritage/services/flag-canada-etiquette/flying-rules.html>



DISPLAYING THE NATIONAL FLAG OF CANADA — QUICK REFERENCE

This is a reference tool on how to display the National Flag of Canada in some common situations. These rules are established by Canadian Heritage and are mandatory for use across all federal properties and during Federal events. Other jurisdictions and private companies, institutions and individuals are also encouraged to use these rules as a guideline.

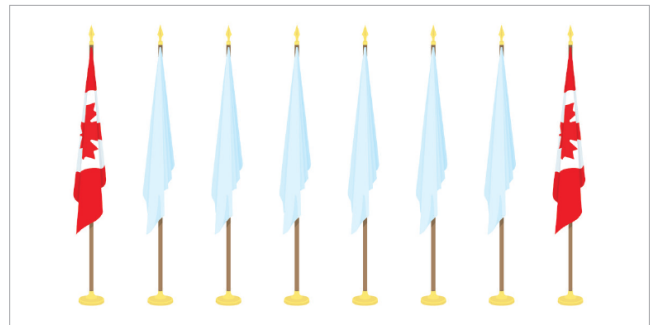
POSITIONS OF HONOUR



2 flags



3 flags



Multiple flags

(The second National Flag of Canada on the right is optional)



3 poles



In a semi-circle
*(Leftmost position as viewed from
the main approach)*



In a full-circle
*(Central position as viewed from
the main approach)*