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Town of Aurora
Committee of the Whole Report
No. CS24-022

Subject: Addition of Illumination Requests to the Town's Flag Policy

Prepared by: Michael de Rond, Town Clerk

Department: Corporate Services

Date: September 3, 2024

Recommendation

1. That Report No. CS24-022 be received; and
2. That the updated Flag Protocol, Flag Raising and Illumination Request Policy (attachment 1) be approved.

Executive Summary

This report seeks approval to include illumination requests as part of the Flags Protocol and Flag Raising policy. The report touches on the following;

- The new building at Aurora Town Square, located at 50 Victoria Street, will be able to illuminate the exterior of the façade enabling the Town to accept illumination requests.
- Minor updates to the policy have also been included for adoption.

Background

The current Flag Protocol and Flag Raising policy guides staff with regards to proper protocol for how and where the Town displays National, Provincial and local flags. The policy also provides criteria for the flying of community flags that promote an event or cause.

The original Flag Protocol and Flag Raising policy was approved by Council on May 11, 2015. Since then, staff have reviewed the policy every two to three years, however, further updates requiring Council approval have not been deemed necessary until now.

Analysis

The new building at Aurora Town Square, located at 50 Victoria Street, will be able to illuminate the exterior of the façade enabling the Town to accept illumination requests.

Requests for illumination of Town buildings have become more frequent in recent years. Many charities and not-for-profits prefer the greater exposure illumination provides (particularly at night) versus a flag raising at Town Hall. It's also much more cost-effective for these groups without time and flag expenditures. With the enhanced illumination capabilities of the new building at Aurora Town Square, staff recommend that illumination requests be accepted and approved by the Town Clerk in accordance with the terms outlined in the attached "Flag Protocol, Flag Raising and Illumination Policy."

For those not familiar with illuminating the exterior façade of a building in support of a cause and seeking an example, the [CN Tower also accepts requests for illumination](#) as well.

Minor updates to the policy have also been included for adoption.

Staff have taken this opportunity to update language, correct errors and transfer the policy to the new policy template.

Advisory Committee Review

None

Legal Considerations

The proposed policy has been reviewed by the Corporate Management Team and the Executive Leadership Team in accordance with the Town's policy program.

Financial Implications

There are no financial implications as a result of this report.

Communications Considerations

Communications will inform the public about the changes to the Flag Protocol and Flag Raising policy by posting to the website and updating the webpage to accept illumination requests.

Climate Change Considerations

None

Link to Strategic Plan

Accepting illumination requests strengthens the Town's commitment to increasing awareness of our not-for-profit partners.

Alternative(s) to the Recommendation

1. Council provide direction.

Conclusions

This report seeks approval to start accepting illumination requests for the new building at Aurora Town Square, located at 50 Victoria Street.

Attachments

Attachment 1 – Flag Protocol, Flag Raising and Illumination Policy (clean)

Attachment 2 – Flag Protocol, Flag Raising and Illumination Policy (track changes)

Previous Reports

None

Pre-submission Review

Agenda Management Team review on August 14, 2024

Approvals

Approved by Patricia De Sario, Director, Corporate Services/Town Solicitor

Approved by Doug Nadorozny, Chief Administrative Officer