



CORPORATION OF THE TOWNSHIP OF AUGUSTA

BY-LAW NUMBER 3304-2017

A BY-LAW TO ESTABLISH A MESSAGING POLICY FOR THE TOWNSHIP OF AUGUSTA

WHEREAS signage erected and owned by the township is municipal property and is for municipal purposes to disseminate township information and community events that promote the township;

WHEREAS the Council of the Township of Augusta deems it necessary to ensure that only appropriate messages are posted on municipal owned signs;

NOW THEREFORE: The Council of the Corporation of the Township of Augusta enacts as follows:

1. **THAT** messages posted on municipal owned signage shall be representative of the Municipality, and therefore will be operated in a manner that enhances Augusta in a positive manner.

2. Messages may be edited for conciseness, clarity and conformity to the requirements of the medium. The Municipality reserves the right to modify the message, to reform or to delay the appearance of the message.

3. The following priority system shall be used in selecting messages to be posted on municipal signage:

- a. Emergency messages;
- b. Messages relating to the Municipal matters;
- c. Municipally significant historical, cultural or artistic sites;
- d. Community events and messages that clearly serve or promote educational, charity/fundraiser or public service events for Augusta sponsored by a community organization.

In the event of an emergency, the township has the right to suspend all messages and use the signage for emergency.

4. The municipality reserves the right to limit the number of messages on municipal signs at any given time.

5. The following messages shall not be permitted:

- a. Personal messages, whether from an individual, group, organization or business;
- b. Promotion of political, factional or religious viewpoints;
- c. Events/functions open only to members of an organization and;
- d. Messages contradictory to this policy.

6. That posted signage will be subject to Provincial regulations and guidelines and public works procedures and recommendations for road side maintenance.

7. **THAT** this By-Law shall come into force and take effect upon the final passing hereof.

READ a first and second time this 7 day of April 2017.

READ a third time and passed this 7 day of April 2017.


MAYOR


CLERK