



## **Advertising Sign Policy**

**Approved: 2023-02-21**

***Motioned by Commissioner Van Kroonenburg***

*"I move that Village of Bible Hill revoke the Advertising Sign Policy and re-adopt the policy with amendments."*

***Seconded by Commissioner Pitcher***

***Motion carried***

## **Purpose**

1. To define acceptable advertising on Village property.

## **Definitions**

2. In this policy,
  - a. "Advertisement" means a notice or announcement on a public medium promoting a event, organization, product, or service.

## **Supporting Principles**

3. Clear communication with residents of activities of the Village and related organizations supports the delivery of municipal government services.
4. Street banners were installed in the Village as a means of community beautification.
5. Ball diamond advertising supports the budget which delivers maintenance and improvements to recreation facilities.

## **Terms**

### **Electronic Sign**

6. Advertisements posted to the Village's electronic sign shall adhere to the Advertising Sign Policy. Requests for sign usage that fall outside of the guidelines will be directed to the Clerk and Treasurer for approval.
7. The purpose of the electronic sign is to promote activities of the Village, Bible Hill Fire Brigade, not-for-profit Bible Hill and area community groups, and commercial recreational programs held in the Village Hall.
8. Organizations seeking to place an advertisement on the electronic sign shall submit their request on the sign booking application form in place from time-to-time.
9. The Village reserves the right to adjust times and/or dates of any requested sign bookings. The submission of a sign booking application form does not confirm a booking, and therefore, cancellation or change of dates may occur at the Village's discretion.
10. The electronic sign shall not be used to advertise commercial events, personal events (birthdays, anniversaries, new arrivals, etc.) nor private or commercial hall rentals (weddings, church services, anniversaries, etc.).

**Street Banners**

- 11. Advertisements placed on street banners shall adhere to the Advertising Sign Policy. Requests for banner usage that fall outside of the guidelines will be directed to the Clerk and Treasurer for approval.
- 12. The purpose of the street banners is to deliver community beautification and to promote activities of the Village of Bible Hill.
- 13. The street banners shall not be used to advertise commercial events, personal events (birthdays, anniversaries, new arrivals, etc.) nor private or commercial hall rentals (weddings, church services, anniversaries, etc.).

**Ball Diamonds**

- 14. Individuals and organizations may apply to have their advertising signage installed at one or more baseball diamonds.
- 15. Application deadlines may be imposed by the Village from time to time to assist with operational needs.
- 16. Signage may be displayed on an annual basis between each May 1 and the following April 30.
- 17. The locations and corresponding pricing for placement and display of signage (each) shall be as follows:

<i>Property</i>	<i>Location</i>	<i># of signs</i>	<i>Price per sign</i>
Bible Hill Recreation Park, 38 Guest Drive	Outfield fence on baseball diamond #1, 2, or 3	TBD	\$500
	Dugout on baseball diamond #1, 2, or 3	6	\$500
Airport Field Park, 55 Jennifer Drive	Outfield fence on baseball diamond #4, 5, or 6	TBD	\$500
	Dugout on baseball diamond #4, 5, or 6	6	\$500

- 18. An applicant shall be responsible for all costs associated with design, production, and delivery of signage. Signage shall be independently purchased and supplied by the

applicant to the Village in a condition ready for install. The Village shall be responsible for installing and removing signage.


19. Signage must conform to the following specification:
  - a. Size: 4 feet in height, by 8 feet in width
  - b. Material: Alupanel
  - c. Design/artwork: Single sided
  
20. Holes may be drilled in signage by the Village to accommodate fasteners for installation. Bolts with washers or other fasteners may be used to secure the signage, which will be visible on the face of the signage.
  
21. The Village shall not be held responsible for maintenance of signage, nor damages, graffiti, or replacements of lost or stolen signage, unless damages are caused by the Village.
  
22. Signs placed in a prior year may be renewed on an annual basis for continued placement.
  
23. An applicant may request removal of signage at any time during the year. The Village may remove signage where the advertised subject is no longer operating or relevant, or where signage is deemed by the Village to be unsafe.
  
24. The Village reserves the right to prioritize reject any application that is not deemed to be compatible with field users/audience or the Village's image or best interests at its sole discretion.

## Policy Document Attestation

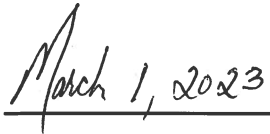
Date of Notice to Village Commission of intent to consider: 2023-02-14

Date of adoption of policy: 2023-02-21

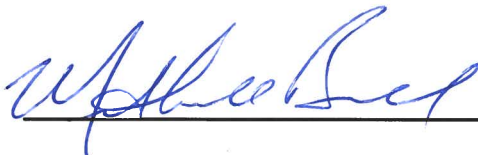
I certify that this policy was adopted by Village Commission as documented above:

  
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Chair

  
\_\_\_\_\_

Date

  
\_\_\_\_\_

Clerk and Treasurer

  
\_\_\_\_\_

Date