

# **Town of Portugal Cove-St. Philip's**

## **Digital Sign Policy**

Pursuant to the authority conferred in sections 7 and 8 of the Towns and Local Service Districts Act, 2025, the Town Council of Portugal Cove-St. Philip's has adopted the following regulations on the 19<sup>th</sup> day of May 2025.

### **1. TITLE**

This document will be known and cited as the Town of Portugal Cove- St. Philip's Digital Sign Policy.

### **2. PURPOSE**

**2.1** Develop guidelines for the appropriate use of the Town's digital signs to ensure consistent, effective, and appropriate communication.

### **3. INTERPRETATION/DEFINITION**

**3.1 "Council"** shall mean the Town Council of Portugal Cove – St. Philip's.

**3.2 "Town"** shall mean the Town of Portugal Cove – St. Philip's.

**3.3 "Digital Signs"** shall mean the electronic signs entering the Town on both Thorburn Road and Portugal Cove Road.

**3.4 "Employee" or "Employees"** shall mean any individual under an employment contract with the Town of Portugal Cove-St. Philip's including all members of staff, volunteers, contractors and members of Council.

**3.5 "Employer"** shall mean the Town of Portugal Cove-St. Philip's as represented by the Chief Administrative Officer or his/her designate.

**3.6 "Authorized External Users"** use of the Town's digital signs is open to community groups, non-profits, charities, local businesses, and churches.

### **4. APPLICATION**

This policy applies to all employees, departments, councilors, and authorized external users who contribute content to or manage digital signs and content operated by the Town.

## 5. PROCEDURE

Requests for the use of sign should demonstrate how they align with the goals, mission, and policies of the Town. Content must comply with all applicable laws, regulations, and organizational standards. Content must be accurate, clear, and professional. Free from offensive, discriminatory, or inappropriate material and relevant to the intended audience. The content must be submitted through the fillable online form for consideration.

### 5.1 Eligibility Criteria:

Use of the Town's digital signs is open to the Town and authorized external users.

- **Application:** Online application form must be submitted no less than 3 weeks prior to the proposed display date. Email requests will not be accepted.
- **Approval:** All applications shall be reviewed by the Town and if approved notification shall be provided to the applicant prior to the proposed display date. Failure to submit all necessary criteria that meets design standards shall result in application being rejected.
- **Schedule:** Messages will be displayed for a pre-determined amount of time based on need, relevance, and priority.
- **Priority shall be given in this order:**
  1. Emergency messages
  2. Messages from the Town of PCSP
  3. Safety related messaging such as fire prevention, education etc.
  4. Messages from other government agencies that have a local impact or significance
  5. Community events hosted and/or sponsored by a non-profit

#### 5.1.5 The following messages shall NOT be permitted:

1. Political advertisements, endorsements, or content are not permitted
2. Promotion of political, factional or religious viewpoints
3. False, misleading, or deceptive messages
4. Messages expressing discriminatory viewpoints
5. Events and/or functions open only to members of an organization

## **5.2 Exclusions:**

Use of the digital signs shall NOT be available to authorized external users during the following times.

- Christmas season/events
- Winter Carnival
- Regatta Week
- National Holidays
- Budget Preparation Timelines
- Elections
- The Town reserves the right to remove messages/events to display important Town information

## **5.3 Fees**

- Based on operations of the Town, only one (1) request per week shall be approved.
- One request per user per 8-week cycle
- **5.3..1** Request from the same group/organization will not be accepted in an 8 week window
- Cost per day images provided \$25.00
- Cost per day graphics needed \$50.00

## **5.4 Graphic Design/ Digital Standards**

Content must meet the specified formatting requirements including resolution, dimensions, and file types, sizes, colours, fonts, etc. Please see Technical Specifications\*\*

## **5.5 Technical Specifications**

- The Town shall offer specifics for size, colours, fonts, images etc.
- Photo/text only
- Language – must be inclusive

## **5.6 Technical Difficulties**


If technical difficulties prevent messaging from being displayed during the requested time frame, the Town will make efforts to reschedule for additional time as needed.

**REVIEW**

The Town shall conduct a review of this policy by 2027 and consider the areas which may be improved.

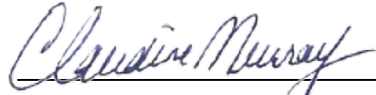
**EFFECTIVE DATE**

This policy repeals the 2011 Town Sign Policy. It shall be effective as of March 19, 2025, as adopted through a resolution of Council, 2025-088.



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Carol McDonald, Mayor



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Claudine Murray, Town Clerk