



Town of Rimbey Policy Manual

Title:	Signs on Town Owned Property	Policy No:	6102
Date Approved:	September 25, 2017	Resolution No:	258/17
Date Effective:	September 25, 2017		
Purpose:	The purpose of this policy is the display of advertisement signage on Town property. The goal is to ensure signage displaying advertising materials located on Town property provide a safe, welcoming and respectful message while respecting the Canadian Charter of Rights and Freedoms.		
Policy Statement:			
The following policies are required for all advertising on Town of Rimbey property:			
<ol style="list-style-type: none">1) The Town of Rimbey does not endorse any product, service, cause or proposition or thing contained in any advertisement located on Town property.2) The Town of Rimbey's acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints it may contain, or of the advertisement sponsor itself.3) The contents of advertising material shall comply with:<ol style="list-style-type: none">a) Laws, statutes, regulations and bylaws in force within the Province of Alberta include the Alberta Human Rights Code.b) Advertising Standards Canada;c) All advertisements and any representations made therein shall conform to Federal and Provincial laws, regulations and orders now in force or amended or promulgated hereafter.4) All political advertising will indicate the party or candidate who is paying for the advertising.5) Advertisements shall not discredit the business or service of the Town of Rimbey or its employees or have an adverse effect on the image of the Town of Rimbey.6) No advertisements will be accepted by the Town of Rimbey, that is considered, at its sole discretion, to be of questionable taste or in any way offensive in the style, content or method of presentation.7) All advertisements shall be of a moral and reputable character.8) All advertisements shall be free of any demeaning, derogatory, exploitative or unfair comment or representation of any person or group of persons, or any such comment or representation based on race, colour, ancestry, ethnic origin, creed, religious affiliation, sex, sexual orientation, disability, age, marital or family status.9) Advertisements, otherwise acceptable under this policy, which (a) promotes or opposes a specific theology or religious ethic, point of view, policy or action, (b) advocates or opposes any ideology or political philosophy, point of view, policy or action, or (c) conveys information about a political party or the candidacy of any person for a political position or public office, must visibly display the name			

of the sponsoring group.

a) These advertisements must also display the following disclaimer: “The opinions expressed in this advertisement, or by the sponsor of this advertisement, do not in any way represent the opinions of, and are not endorsed by, the Town of Rimbey.”

b) This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct-viewers to external sources of information.

10) No advertisements will be accepted which promotes any tobacco company, tobacco product or tobacco brand promotions, including sponsorship or promotion of cultural or sporting events.

11) All advertisements to be located on lands owned by the Town of Rimbey must meet the requirements of Land Use Bylaw 917/16.

12) All advertisements requests shall be reviewed by the Development Authority and the Chief Administrative Officer prior to issuing a Development Permit.

Initial Policy Date:	September 25, 2017	Resolution No:	258/17
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