



Policy Title:	<u>Town-owned Static Billboard Usage</u>
Policy Number:	<u>4.31</u>
Effective Date	<u>October 5, 2026</u>

1. Purpose

The purpose of this policy is to establish a fair, transparent, consistent, and accountable process for allocating and using billboards owned or controlled by the Town of Sexsmith. The policy is intended to support local economic development and community communication while protecting the Town's assets, reputation, and legal interests.

2. Scope

This policy applies to all permanent and temporary advertising, promotional, or community messages displayed on Town-owned billboards. It applies to businesses, developers, non-profit organizations, community groups, public agencies, and other eligible applicants.

This policy does not create a right to billboard space. The Town may reserve, decline, suspend, or discontinue use of a billboard when required for municipal purposes, safety, maintenance, legal compliance, or the public interest.

3. Guiding Principles

- Access will be administered consistently and without preferential treatment.
- Priority will be given to uses that provide a clear benefit to Sexsmith residents, visitors, or the local economy.
- Billboard availability will be communicated publicly when practical.
- Approvals will be based on objective criteria set out in this policy.
- The Town will retain final control over its property and the messages displayed on it.

4. Definitions

Applicant means a person or organization requesting use of a Town-owned billboard.

Billboard means an outdoor sign structure owned or controlled by the Town and made available under this policy.

Local business or developer means an organization carrying on business, developing land, or offering goods or services within the Town of Sexsmith.

Community organization means a not-for-profit group, society, public agency, or informal community group whose activities benefit the local community.



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Display period means the approved period during which an applicant may display its message.

5. Eligibility and Priority

Eligible applicants include:

- the Town of Sexsmith and its departments;
- local businesses and developers operating or undertaking an active project within Sexsmith;
- community organizations serving Sexsmith;
- regional public agencies where the message directly benefits Sexsmith residents; and
- other applicants approved by Council or the Chief Administrative Officer.

Where demand exceeds availability, applications will be prioritized in the following order:

1. urgent public safety, emergency, or legislated municipal messages;
2. Town programs, services, events, and public notices;
3. community events and non-profit initiatives that primarily benefit Sexsmith;
4. promotion of active residential, commercial, or industrial development within Sexsmith;
5. local business promotion; and
6. other approved regional or commercial messages.

Within the same priority category, space will normally be allocated by application date. Administration may use a rotation or draw where applications are received at substantively the same time or where repeated use by one applicant would unreasonably limit access for others.

6. Fair Allocation and Limits

- No applicant may receive an automatic or exclusive continuing entitlement to a billboard.
- Unless Council approves otherwise, an applicant may use no more than one billboard at a time.
- The standard display period is up to six months. Administration may approve a shorter period based on demand, campaign purpose, maintenance needs, or equitable access.



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- An initial display period may be renewed once if no eligible competing application is waiting. Further extensions require Council approval.
- The Town may reserve one billboard for municipal or community use.
- Related companies, project partners, or phased developments may be treated as one applicant where necessary to prevent circumvention of these limits.

7. Application and Approval Process

An applicant must submit a complete application to Administration before producing or installing billboard material. The application must include:

- the applicant's legal and operating name, contact information, and relationship to Sexsmith;
- the requested billboard and display dates;
- the purpose of the message and intended audience;
- final or substantially complete artwork, wording, dimensions, materials, and colours;
- the proposed installer and proof of insurance, if requested;
- confirmation that the applicant will pay all applicable fees and costs; and
- any permits, consents, or supporting information required by the Town.

Administration may approve applications that comply with this policy and the Town's Fees, Rates and Charges Bylaw. Applications involving an exception, significant public sensitivity, or a matter not addressed by this policy will be referred to Council.

Approval must be provided in writing. The Town may impose reasonable conditions relating to design, timing, installation, maintenance, safety, insurance, indemnity, or removal.

8. Content and Design Standards

Billboard content must:

- be lawful, accurate, legible, professionally presented, and suitable for viewing from a public highway;
- clearly identify the responsible organization;
- comply with applicable legislation, regulations, bylaws, permits, and third-party rights;
- avoid creating a traffic, visibility, structural, electrical, or other safety hazard; and
- not imply Town endorsement unless expressly authorized in writing.



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The following content is not permitted:

- false, misleading, defamatory, discriminatory, threatening, obscene, or unlawful material;
- content that promotes violence, illegal activity, or regulated products in a manner prohibited by law;
- partisan election advertising or messages supporting or opposing a political party or candidate;
- messages primarily directed at a private dispute;
- content that infringes copyright, trademark, privacy, or other legal rights;
- flashing, moving, reflective, or illuminated elements unless specifically approved; or
- content that could reasonably cause the public to believe the Town sponsors, guarantees, or endorses the applicant, development, product, or service.

Approval of content does not constitute Town verification of the applicant's claims or legal compliance.

9. Fees and Costs

Applicants must pay the applicable billboard use fees established in the Town's Fees, Rates and Charges Bylaw. The Bylaw may establish different fees for municipal, community, non-profit, development, and commercial uses.

Unless otherwise approved in writing, the applicant is responsible for all artwork, production, engineering, permits, installation, maintenance, repair, replacement, and removal costs. All applicable fees and deposits established in the Town's Fees, Rates and Charges Bylaw must be paid before installation.

Any refundable damage or removal deposit will be charged in accordance with the Town's Fees, Rates and Charges Bylaw. The applicant is responsible for damage or additional costs arising from its use, excluding ordinary wear and tear.

10. Installation, Maintenance, and Removal

- No material may be installed, altered, or removed without Town authorization.
- Work must be completed by the Town or an installer approved by the Town.
- The applicant must keep the display clean, secure, and in good repair throughout the display period.



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- The Town may immediately remove or cover material that is unsafe, damaged, unauthorized, unlawful, or inconsistent with the approved design.
- The applicant must remove its material by the approved end date. If it does not, the Town may remove and dispose of the material and recover its costs from the applicant.
- The Town is not responsible for theft, vandalism, weather damage, fading, interruption of display, or loss of advertising value, except where required by law.

11. Suspension, Cancellation, and Removal

The Town may suspend, cancel, or modify an approval where:

- the applicant breaches this policy or a condition of approval;
- fees or costs remain unpaid;
- the information supplied was incomplete, inaccurate, or misleading;
- the display becomes unsafe, unlawful, damaged, or materially different from the approved content;
- the billboard is required for an urgent municipal or public purpose; or
- continued display would expose the Town to material legal, operational, safety, or reputational risk.

Where practical, the Town will provide notice and an opportunity to correct the issue. Immediate action may be taken where safety, legality, or urgency requires it. Any refund will be determined in accordance with the approval agreement and the Town's Fees, Rates and Charges Bylaw.

12. Administration and Authority

- The Chief Administrative Officer, or designate, is responsible for administering this policy and may develop application forms, approval agreements, design specifications, operating procedures, and administrative deadlines consistent with it.
- Administration will maintain a record of applications, approvals, refusals, display periods, fees, and any reported damage.
- Exceptions to this policy require Council approval.
- An applicant may request that Council reconsider an administrative refusal by submitting a written request stating the reasons for reconsideration within 14 days of receiving the decision.



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- Applicants remain responsible for obtaining independent legal, planning, building, transportation, intellectual-property, or other advice as appropriate.

13. Transitional Provision

Any billboard use authorized by Council before the effective date of this policy may proceed on the conditions established by Council, provided the applicant submits acceptable artwork, enters into any agreement required by Administration, pays the applicable fees established in the Town's Fees, Rates and Charges Bylaw and any other applicable costs, and complies with the content, safety, installation, maintenance, and removal requirements of this policy. Any extension or new display period will be considered under this policy.