



THE CORPORATION OF THE TOWNSHIP OF NORWICH

**DEPARTMENT: Recreation, Parks & Facilities** POLICY NO: **RPF 2006 – 08**

**SUBJECT: Facility Sign Use Policy**

**APPROVED BY COUNCIL: RES. NO. 42 DATE: February 14, 2006**

**REVISION NO: AUTHORIZED REF: DATE:**

**PURPOSE:** The purpose of this policy is to establish a guideline for use of Township of Norwich signs by user groups, community and not for profit groups within the municipality. In order to fulfill this purpose, the Township must provide guidelines for staff and users of facilities and parks to ensure responsible use of signs for community event promotion.

**POLICY:** This policy is designed to provide appropriate and reasonable procedures and information to individuals or groups wishing to use facility signs to promote events of interest to all residents of the Township of Norwich.

**DEFINITIONS**

**Community Group:** More than 70% of the membership of the organization is residents of the Township of Norwich.

**Director:** Director of Recreation, Parks & Facilities.

**Facility:** Township-owned community halls, arena/community centre, horse barn and track, building, park, pool, sports fields and other properties.

**Facility Sign(s):** Those road side permanent signs which the Township owns, such as the Norwich Arena/Community Centre sign.

**Non-Resident:** Those who live in a municipality other than the Township of Norwich. (Non-Resident fees may apply).

**Regional Groups:** Those groups, which provide services on a regional basis that otherwise, would not be provided in the Township of Norwich.

**Resident:** Those individuals who pay their taxes to or reside within the geographic limits of the Township of Norwich.

**Staff:** Facility Manager or Staff person on duty.

**OBJECTIVES:**

1. To ensure fair and equitable access to facility signs for all users.
2. To work cooperatively with facility users to promote quality programs and events.

**GENERAL RATIONALE**

The residents of the Township of Norwich regard community service and volunteerism as a core community value. Community groups therefore rely on Township facilities to offer quality leisure activities for all ages. Residents enjoy participating in active and passive leisure and recognize the essential role that facilities and parks play in the development of a healthy community. Part of the Township's role in supporting these efforts is to provide promotion and marketing support when it is possible to do so.

**PRIORITIES**

Facility sign allocation will be based on a simple priority - those that have the facility booked for events will maintain the first right of refusal. Consideration will be made for organizations bringing activities and events to the community that support full and fair access for participants. Recognition of unique scheduling requirements of all users will be taken into consideration when facility sign use is allocated.

**BOOKING GUIDELINES:**

It is the responsibility of each organization to advise staff, through their designated individual of their request to utilize a township sign to promote or announce their event. Each event will be displayed for a maximum of one week, however if there are competing requests for usage of a sign, each request will be allocated a minimum number of days in order to accommodate all events prior to the actual date of the event. Staff reserves the right to edit the requested notice to ensure appropriate wording and that it fits within the physical limits of the sign.

**APPROVALS**

Groups and/or organizations requesting usage of a sign will be advised in writing of either approval or denial of their request.

**AMENDMENTS**

This policy is subject to change and updates as laws change and circumstances related to its administration require.