

Text Amendments to the Digital Sign Policy

The following changes to the Digital Sign Policy as recommended by the Intergovernmental Affairs and Accountability Committee held on January 25, 2024, and the Committee of the Whole as discussed at a meeting held on February 28, 2024:

Section 1:

Addition of the following: “The Town of Stratford’s digital sign will be used only to display messages with information or events that are by the Town of Stratford or which the Town of Stratford is supporting and partnering on. Non-municipal messages will not be permitted due to space constraints.”

Sections 2 – 6:

Deleted

Section 7 to end:

Renumbering from the existing policy to the new policy sees #7 become #2 and continue accordingly.

Section 8:

Deleted

Section 10:

Deleted

Section 6 (under new numbering format):

1. Addition of the following: “The Town of Stratford reserves the right to recreate any artwork received to best meet our digital sign display preferences. While we will work with any group submitting their own artwork, the Town of Stratford will maintain the final right to use or redesign artwork for best use of the platform. Please review the parameters outlined below for optimal graphic design.”

Digital Sign Parameters section:

Edit to the title from Advertising Parameters to “Digital Sign Parameters”

Under #5 of the parameters: addition of “...or very dark coloured” and “Wording should be minimal (no more than 3 lines of text) and limited use of graphics and logos.”