



# Monument Sign Advertising Policy

## Policy Information

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Lead Department:	Community Development

## Revision/Amendment History

Date	Action (Adopted / Amended / Rescinded)	Resolution # / Approval	Notes
2/17/2026	Adopted	R-2026-11	–

## City of Canyon Lake

### Monument Sign Advertising Policy

#### Intent and Purpose

The City of Canyon Lake ("City") owns and operates a monument sign, including digital advertising display components, as part of the City's economic development program to encourage local business activity, provide public information, enhance public safety, and other governmental purposes.

This Policy is intended to set forth that advertising displayed on the City-owned monument sign is a means by which the City communicates messages selected and conveyed by the City itself. The City does not intend to create, and does not create, a public forum, designated public forum, or limited public forum for private expressive activity. All content displayed on the Digital Marquee constitutes government speech within the meaning of applicable federal and state law.

This policy may be amended by the City Manager at any time to reflect changes in technology, applicable law, organizational needs, or operational considerations.

#### Definitions

- a. **City Manager** shall mean the City Manager of the City of Canyon Lake or the City Manager's designee.
- b. **Designee** shall mean an individual authorized by the City Manager to carry out duties under this policy.
- c. **Monument Sign** shall mean the City-owned monument sign located at the Canyon Lake Towne Center, including any digital display, marquee, or other advertising components owned and operated by the City of Canyon Lake.
- d. **Government Speech** shall mean expression that is selected, approved, controlled, and conveyed by the City in furtherance of City objectives, and that reflects messages the City has adopted as its own.
- e. **Message** shall mean any text, graphic, image, or multimedia content, including paid advertising content, displayed on any portion of the monument sign.

#### Advertising Components

The monument sign includes two distinct advertising components:

1. Digital Advertising Displays, which display advertising content on a rotating basis; and

2. Permanent Panel Signage, which consists of fixed, non-digital panels occupied by long-term tenants.

Permanent panel signage is reserved exclusively for tenants located within the Canyon Lake Towne Center, consistent with the long-term nature, fixed placement, and limited capacity of those panels.

Digital advertising on the monument sign may be made available to businesses, organizations, or entities that meet the eligibility criteria and content standards established in this Policy, regardless of physical location, subject to availability, administrative approval, and City operational needs.

### **City Control**

The City retains exclusive authority over all content displayed on the Monument Sign. The City Manager or designee shall have sole discretion to:

- Select messages for display;
- Retain full editorial control over all message content, including the authority to approve, require revisions to, or decline any proposed message;
- Approve or modify message timing, duration, sequencing, and frequency;
- Remove or replace any message at any time.

The City Manager may delegate authority under this policy to specific City staff positions in writing. Any such delegation shall:

- Specify the scope of delegated authority;
- Be maintained on file with the City Clerk;
- Be revocable at will by the City Manager; and
- Not create independent authority beyond the terms of this Policy.

No person or entity has a right of access to the Monument Sign. No approval or display of a message shall be construed to create a contractual right, vested right, entitlement, or expectation of continued or future display.

### **Content Standards and Restrictions**

In determining the messages it will convey on the Monument Sign, the City will not display content that, in the judgment of the City Manager or designee:

- Is false, misleading, or deceptive;
- Promotes unlawful activity or violates applicable law;
- Contains obscenity;
- Depicts violence or sexual content;
- Contains profanity or lewd material inappropriate for a general audience;
- Promotes or opposes a political candidate, ballot measure, or legislation;

- Contains sectarian religious content that would create a reasonable perception of City endorsement of a particular faith tradition, except where such content is part of a neutral recognition of cultural or community observances (e.g., “Merry Christmas” “Happy Holidays,” etc.);
- Does not advance the City's economic development priorities, including but not limited to, promotion of retail businesses with physical locations in Canyon Lake, City-permitted events, community programs, tourism promotion, and civic activities;
- Creates a risk to public safety, including content that may cause driver distraction, incite imminent lawless action, or interfere with emergency response operations; or
- Interferes with City operations.

These standards reflect the City's determination of the messages it chooses to convey and do not obligate the City to display any particular message or category of content.

### **Editorial Control**

The City maintains exclusive editorial control and is not obligated to display any submitted content.

### **Public Safety and City Preemption**

The City reserves the right at all times to preempt, interrupt, replace, or remove any message displayed on the Monument Sign in order to display public safety announcements, emergency notifications, disaster response information, or other time-sensitive City communications. Such messages shall take precedence over all other content.

### **No Forum Created/No Endorsement**

Nothing in this Policy shall be construed to create a forum for private speech or expressive activity. The Monument Sign is not open for public expression.

The display of information about local businesses, organizations, or events constitutes the City's own communication regarding matters of community interest and economic development. Such display reflects the City's determination that the information serves a valid governmental purpose and does not constitute a commercial endorsement, recommendation, or warranty of quality.

### **Severability and Interpretation**

If any provision of this Policy is found invalid, the remaining provisions shall remain in full force and effect. This Policy shall be interpreted to maximize the City's authority to control content while maintaining compliance with applicable law. In the event of conflict, public safety considerations shall take precedence.