

Beaubassin-est Rural Community

Policy # 10-04

Linguistic Landscape

In this policy:

“AFMNB” means Association francophone des municipalités du Nouveau-Brunswick;

“linguistic landscape” means any exterior and interior, permanent or temporary public signage;

“municipality” means the Beaubassin-est Rural Community.

In this policy, words in the singular include the plural, and words in the plural include the singular. Words importing female persons include male persons and corporations and words importing male persons include female persons and corporations.

1. Objective, justification and principles of the policy

- a) The municipality wants, by this policy, to confirm its intention to make sure the linguistic landscape of its territory reflects its population and contributes to its social, economic and cultural growth.
- b) The linguistic landscape is the image that we project of our identity, of our pride, of our culture and of our history. We firstly project that image to our population and our children, but also to the visitors who are not from the area.
- c) According to Statistic Canada, in 2006, the French mother tongue population of the municipality consists of 83%, the English mother tongue population consists of 16%, and the population of a mother tongue other than the official languages consists of 1%.
- d) The municipality's language policy is based on the following principles:
 - i. The linguistic landscape plays an important role in promoting French language, and it needs proactive measures considering the minority situation on the national and provincial scene;
 - ii. The municipality, considering the make-up of its population, recognizes its responsibility in the vitality and promotion of French;
 - iii. The municipality wishes to reinforce the Francophone linguistic landscape while respecting the Anglophone community;
 - iv. The Acadian and Francophone community brings an important contribution to the municipality's development;

- v. The municipality recognizes that an important number of company names in the region are in English (for example, Canadian Tire, Subway, etc.), and that the policy on linguistic landscape cannot challenge these company names. In relation thereto, the municipality will favour bilingual signage;
- vi. The policy on linguistic landscape aims to improve the French or bilingual aspect in permanent or temporary commercial signage in the municipality.

2. Responsibilities of the Community Services Officer

- a) The Community Services Officer is responsible for the enforcement and the publication of this policy, with help from the Council, and is in charge of the enforcement activities.
- b) As the responsible for the enforcement of the linguistic policy, the Community Services Officer shall:
 - i. communicate the information regarding this policy to everyone involved, and evaluate the applications for financial support that will be received in order to ensure they meet the admissibility criteria established for this policy;
 - ii. see that the policy statements work well, and accept the population's and the staff's comments on this matter while offering recommendations to the Council on the promotion of French and on measures likely to promote the quality of French in the municipality.
- c) The Community Services Officer will coordinate, with the Administrator and the AFMNB, the financial support applications from the businesses of the municipality.
- d) He or she must prepare an annual report on the state of this policy that includes the recommendations made to the Council and regularly to the Administrator.

3. Available financial support

- a) The businesses that meet the following admissibility criteria can receive a financial contribution of:
 - i. 40% of the cost of the sign, for up to \$4,000 from the AFMNB;
 - ii. 100% of the cost of the building permit coming from the municipality.

4. Admissibility criteria for financial support

- a) Financial support will be limited to the businesses in Beaubassin-est for permanent exterior signage that will be installed inside the limits of the municipality and for texts and signs installed on the side of commercial trucks;
- b) Financial support applications will be received until the funds from the current year expire;
- c) Financial support will be limited to businesses that modify existing permanent exterior signage or the text/signs on the side of a commercial truck in English in order to install

a permanent sign with bilingual text. The temporary panels or interchangeable letters will not benefit from financial support;

- d) The businesses that want to modify a sign on the highway can only benefit from the financial support if the sign is inside the municipal limits;
- e) The content of the sign must be bilingual on each side, where applicable, except for the company name, and the lettering (size and style) must be the same in English and in French;
- f) The businesses that meet the previous criteria must present a photo of the existing sign in English, a draft of the sign they want to install (including the dimensions and the text), the location of the installation as well as the predicted cost in order for the Community Services Officer to review the application before the necessary steps are taken for the purchase. Once the request is approved by the AFMNB, a written confirmation will be given to the business so it can go forward with the installation;
- g) The business will not receive the given financial support until:
 - i. they obtain a building permit from Beaubassin Planning Commission, where applicable, for the installation of the sign while conforming to all the requirements of the municipality's rural plan or other existing regulations;
 - ii. they install the sign and bring a proof of its payment as well as a picture of the sign installed in the municipality;
 - iii. they receive the final approval from the Community Services Officer vouching that the listed criteria have all been respected during the sign installation. In this case, a cheque will be prepared in the name of the applicant business in the amount previously approved.
- h) The non-profit organizations of the municipality may also benefit from financial support for linguistic landscape if the admissibility criteria mentioned above are met.
- i) This policy is effective as of January 1, 2011.

ADOPTED November 15, 2010

Mayor

Administrator

Please note that the French version of this document takes precedence over the English version.