

May 9, 1996

SUBJECT: CHANGEABLE COPY SIGNS

RECOMMENDATION

That the Board agree to consult with City Council prior to pursuing the installation of an electronic automatic changeable copy sign and any third party advertising thereon in a public park.

BACKGROUND

At present the City's Sign By-law does not apply to public parks. City Planning Department staff recommended to Council's Standing Committee on Planning and Development that they amend the Sign By-law to include public parks. However, as recommended by the City Manager, Council did not approve such inclusion.

City Planning Department staff have indicated concern about the possibility of the Board's erecting automatic changeable copy signs in parks. City staff feel the electronically changed signs may not be suitable in residential settings. The Board has erected a number of lighted manually changeable copy signs at its community centres. The signs are used to advertise special events, registrations, new programs, etc.

The Manager recommended, and Council approved, the following recommendation on April 4, 1996:

"C. THAT Council request the Park Board to commit not to pursue the installation of Changeable Copy Signs or third party signs without further discussion with Council."

DISCUSSION

Although Council's recommendation says "Changeable Copy Sign", it is apparent from the discussion in the Council report that the City Manager and Council are referring to electronic or automatic changeable copy signs. It is important to make this clear since we have been using manually changeable copy signage for some time.

Prepared by:
Planning & Development Division
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