
Our File/N/Réf. 50 21-98-1200
 Your File/V/Réf.

DATE 3 July 1998

TO/DEST. Co-ordinator Transportation Committee

FROM/EXP. Director Mobility Services and Corporate Fleet Services
 Environment and Transportation Department

SUBJECT/OBJET **CLARIFICATION OF POSTER BY-LAW**

DEPARTMENTAL RECOMMENDATION

That Transportation Committee recommend Council approve amendments to the Highway Signs By-law making clearer Council's earlier intent to limit posters advertising the same company, organization, service, product or event.

BACKGROUND

On 14 May 1997, Council approved the Highway Signs By-law, By-law No. 35 of 1997, which regulates private signs on Regional roads. Included were regulations limiting posters advertising "the same information" on the same utility pole, community bulletin board or within specific block faces.

DISCUSSION

Since that time, it has become apparent that the phrase "the same information" is open for abuse. Specifically, it has been observed that a company has attempted to circumvent the intent of the by-law by using different colours and wording to get around the intended limitation.

Accordingly, it is recommended that the references to "providing the same information" in paragraph 7(a) and section 8 of the Highway Signs By-law be replaced with the phrase "advertising the same company, organization, service, product or event". This tightening of the wording in the by-law will more clearly reflect Council's earlier intent.

PUBLIC CONSULTATION

Public consultation has not been conducted as this report recommends a clarification of an existing by-law.

FINANCIAL IMPLICATION

There is no financial implication.

*Approved by
Doug Brousseau*

JT