

From: Lakewood Beach Community Council

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Sent: October-17-16 11:04 AM

To: Bedioui, Ida

Cc: Johnson, Brenda; Johnson, Aidan; Skelly, Donna; Conley, Doug; Farr, Jason; Pearson, Maria; Pasuta, Robert; Partridge, Judi; Green, Matthew; Collins, Chad; Thorne, Jason; Zegarac, Mike

Subject: PED16196 Digital Billboards (and election signs)

Dear Chair, Committee Members, Jason Thorne and Mike Zegarac

While Committee is discussing the addition of digital billboards to our Sign By-law, I would respectfully request that you also consider taking this opportunity to clarify (amend or gently remind lessee or enforce) the use of signs, billboards and now digital billboards with respect to municipal election candidate's usage in light of the fact that during the recent elections our existing Sign by-law was not adhered to.

Specifically, an election sign was placed over a commercial building at the corner of Upper Wentworth & Mohawk near Limeridge Mall during the by-election and others during the 2014 municipal election.

1. One would perhaps think this signage would fall under the Billboards (and proposed Digital billboards definition) however, billboards exclude signage that is supported by a building. Perhaps the rationale for this exclusion should be discussed?
2. In order to avoid any future possible issues for the Digital sign company, perhaps a "for greater certainty" subsection could be included under the Definition of Digital Billboard that specifically states: For Greater Certainty, municipal election campaign advertisements are excluded from the allowable copy displays as per section 5.9.2(g)
3. Similar to other regulations where historical compliance has been at issue, perhaps the Sign ByLaw definition could also be amended at this time to include a "For Greater Certainty" subsection with suggested wording of " For Greater Certainty, municipal election campaign advertisements are not permitted on (a) billboards located on municipal property, and (b) other locations Council may deem appropriate.
4. Similar to other regulations where historical compliance has been at issue (previous 2014 municipal election), perhaps the Sign By-Law could also be amended at this time to include a "For Greater Certainty" subsection with suggested wording of: For Greater Certainty, municipal election advertisements greater than 1.5m squared that are attached to a building (other than a campaign office), by definition, are considered a Wall Sign and such content must adhere to section 5.3.2(g),(h) and (l)

5. I would also respectfully request, if Outdoor Media are also the lessee's of our bus shelters, that Committee consider taking this opportunity to have Staff remind them that copy display less than 1.5m squared are not permitted on municipal property for Election purposes as per section 5.9.2(e).

Thank you for your consideration.

Respectfully,

Viv Saunders

c/o Lakewood Beach Community Council email account