

# City Staff Report

**Report Date:** March 13, 2018

**Meeting Date:** March 27, 2018

**To:** City Manager

**From:** Director of Development Services

**Subject:** Bylaw of the Month – April 2018 – Third Party Signage

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## Purpose

The purpose of the April Bylaw of the Month is to communicate the prohibition of third party signage on public and private properties in the City.

## Summary

- Third party (off-premise) signs are any signs which advertise goods, services, or events that are not sold or offered on the same location as the sign.
- Third party signage (whether from businesses, individuals, or non-profit organizations) is prohibited in the City.
- The purpose of this provision is to ensure pedestrian and vehicle traffic safety is maintained and to preserve citizens' right to enjoy an aesthetic visual environment without the proliferation/clutter of signs.

## Recommendation

THAT Council receives for information and promotion staff's administration report on April's Bylaw of the Month: Third Party Signage.

## Statutory Requirements

*Local Government Act* Section 526(3)

## Council Policy

City of Quesnel Sign Bylaw No.1527, 2002 (Section 4.3)

## Strategic Objective

N/A

## Financial Implications

\$100 advertising

## Background

April is third party signage awareness month. The purpose of this bylaw of the month is to raise awareness on prohibited third party signs. An off-premise/third party sign is any sign which identifies goods or services that are not sold on the same premises as the said sign. Third party signs and billboards, whether temporary or not, are prohibited in the City. This pertains to any advertisements that are on private or public property, but are placed where the business, event, or activity is not present.



At one time, the City was permitting some third party signage for non-profit organizations in a select number of public right of ways (such as the Johnston sani-dump loop and the hill on Marsh Drive). For over a year now, the City has no longer allowed these signs for non-profit organizations due to growing concerns around traffic safety/distraction and the general proliferation of signage. However, Planning Staff still occasionally receive a call asking for permission to place non-profit signs in these areas; hence, the reason for promoting this Bylaw topic.

The purpose for prohibiting third party signage is to ensure residents and visitors can enjoy Quesnel's scenic beauty, free of signage clutter, as well as to maintain safety for pedestrians and vehicles by reducing distraction.

"Bylaw of the Month" has been established to increase awareness of select City of Quesnel regulations. The City will utilize the City's website, social media, e-mail notices to stakeholders, and Council's media releases such as Council Clippings to inform the community on municipal bylaws. Attached is a sample ad that will be utilized. In addition, Bylaw Enforcement Staff will be increasing activities related to educating and enforcing the particular regulation during the specified month.

### **Attachments**

Example message for Facebook/website

### **Concurrence**

Community Policy and Bylaw Supervisor