



Exhibition Place

ACTION REQUIRED

Item No. 1

NOTICE OF MOTION

Clarity Billboard Sign - Moved by Councillor Mike Layton, Seconded by Councillor Mark Grimes

Recommendation:

Moved by Councillor Mike Layton, seconded by Councillor Mark Grimes, recommends that:

Exhibition Place staff provide a report to the next meeting of the Board about all issues related to the Clarity billboard sign located at Manitoba and Strachan, and particularly report on all matters related to any sign by-law amendments that have occurred in the time period from January 1, 2012 and January 31, 2013, and attach to this report copies of all written correspondence related to these matters.

Summary:

At its meeting of June 20, 2008, the Board approved of entering into an agreement with Allvision for the provision of outdoor signage consulting services, given the expiration of the CBS agreement on August 31, 2009.

At its meeting of May 29, 2009, the Board approved entering into a 15-year agreement with Clarity for the operation and maintenance of the existing double sided billboard sign (the "Strachan Billboard"), which Agreement was approved by City Council at its meeting of August 5, 2009.

City Council at its meeting of November 30, December 1, 2, 4 & 7, 2009 adopted Municipal Code Chapter 694, "Signs-General" which came into effect on April 6, 2010.

At its meeting of December 4 2009, the Board approved an amendment to the Clarity agreement, as originally approved, regarding the payment schedule which amended agreement was subsequently approved by City Council on January 26, 2010.

At its meeting of July 23, 2010, the Board and City Council respectively, approved the Board entering into an agreement with Clarity for new amended terms related to the operation of the existing Gardiner outdoor billboard sign. These amended terms focused on the financial terms of the contract and reflect the financial return on investment in this industry.

At its meeting of May 25, 2012, the Board approved an amendment to the Clarity agreement, which was subsequently approved by City Council on July 11, 12 and 13, 2012. The amendment permitted Clarity to upgrade portions of the existing east and west side of the Gardiner/Strachan Outdoor Billboard Sign from static vinyl to tri-vision displays.

At its meeting of October 2012 City Council adopted the recommendations of the PGM Committee which by way of a motion before the Committee recommended modifications to permit the east facing side of the sign to be modified to include two faces displaying mechanical (tri-vision) sign copy and one face displaying electronic moving sign copy and exempting the

east facing side from most of the illumination restrictions (including hours of illumination) as set out in Chapter 694. These specifications generally were the same as the outlined in the July 2012 Board report.

On January 28, 2013, PGM considers a City staff report on the Clarity Sign which recommended the upgrading of the west facing side to replace the two existing sign faces (one with static copy, and one with animated readograph display) with three sign faces (two displaying mechanical copy and one displaying electronic static copy) and all other provisions of Chapter 694 (illumination and hours of operation) applying to the Sign. Clarity voiced concerns about the restrictions imposed by Chapter 694 and sought assistance from members of the PGM Committee and Exhibition Place staff. At the Committee meeting a motion (as set out in the report to Council) was moved seeking to exempt the west facing side of the Sign from most of the illumination restrictions (including the restrictions on the hours of operation). This direction was in keeping with the motion brought in respect of the east facing side and adopted by Council and also with the illumination conditions of the existing Sign dating from 1999 and the proposals approved by the Board of Governors in May 2012. This motion was not carried by the Committee. The Committee adopted the staff report and recommendation. However, at the Council meeting of February 20, 2013, the recommendations was not adopted but the item was referred back to the April 11, 2013 Planning and Growth Management Committee meeting for further consideration.