STANDING POLICY COMMITTEE ON PROPERTY AND DEVELOPMENT

QUESTION PERIOD

Minute No. 649
Councillor Wyatt made reference to a review on electronic signs and the need for a policy due to the growth, development and changes in technology with digital signs. Councillor Wyatt questioned where the review was at and how soon could they expect a policy for consideration.

Councillor Browaty replied that the last word he had heard from the department was they were looking at the January or February Standing Policy Committee meeting.

Councillor Wyatt noted that since the policy was expected in January or February, 2012, word had gotten out that the rules regarding electronic signs may be changing and that there was a rush in the industry to put up electronic signs before the rules were changed. Councillor Wyatt questioned if the Chairperson would entertain the idea of approaching the industry with a voluntary ban on applying for more electronic signage until there was a policy in place.

Councillor Browaty noted that the review asked for was all-encompassing. He cited third party advertising, billboards, digital ones and ones on private property. He further cited that picking and choosing what's suspended and not suspended would be a little challenging and did not even know if they have the legal means to do so. Councillor Browaty advised he would bring the matter up with the department and ask if there had in fact been a rush on electronic signs and if there was any means to look at a temporary suspension of new ones.