THE CITY OF WINNIPEG

BY-LAW NO. 41/2013

A By-law of THE CITY OF WINNIPEG to amend the Advertising Signs Business Tax By-law No. 6928/96

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

Advertising Signs Business Tax By-law amended

1 The Advertising Signs Business Tax By-law No. 6928/96 is amended by this By-law.

Definitions added

2 Section 1 is amended by

(a) adding the following definitions in alphabetical order:

Digital sign *means an advertising sign displaying electronic moving copy or electronic static copy.*

Electronic moving copy *means sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy displays moving images.*

Electronic static copy *means sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy is fixed for a set period of time.*

Exterior sign *means a sign located on the exterior wall of a building or structure or located as a stand-alone structure outside a building.*

Sign copy *means any colour, graphic, logo, symbol, word, numeral, text, image, message, picture, or combination thereof displayed on a sign face.*

(b) replacing the definition "*Sign*" with the following:

Sign *means*

(a) a building or structure; or

(b) an electronic screen, television, computer video monitor, liquid crystal display, light emitting diode display, or any other similar electronic technology

on which sign copy is displayed.

Section 2 replaced

3 Section 2 is replaced with the following:

2 The owner of an advertising sign shall in each year pay a fee to obtain a licence in lieu of business tax in an amount calculated at the rate of

(a) $27.50 per square foot of the face of each digital sign; and

(b) $3.20 per square foot of the face of each advertising sign that is not a digital sign.

Coming into force

4 This By-law comes into force on April 1, 2013.

DONE AND PASSED, this 27th day of February, 2013.

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Mayor

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Deputy City Clerk

Approved as to content:

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Director of Assessment and Taxation

Approved as to form:

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For Director of Legal Services/City Solicitor