



City of Port Moody

Report/Recommendation to Council

Date: September 28, 2022
Submitted by: General Manager of Engineering and Operations
Subject: Sign Bylaw Amendment – Digital Billboards

Purpose

To present an amendment to City of Port Moody Sign Bylaw, 1998, No. 2403 to specify locations where digital billboards are permitted.

Recommended Resolution(s)

THAT City of Port Moody Sign Bylaw, 1998, No. 2403, Amendment Bylaw No. 11, 2022, No. 3382 be read a first, second, and third time as recommended in the report dated September 28, 2022 from the General Manager of Engineering and Operations regarding Sign Bylaw Amendment –Digital Billboards.

Background

The City currently has an agreement with Pattison Outdoor Advertising LP by its general partner Pattison Outdoor Advertising Ltd. (“Pattison”) concerning the use of large format digital structures in the City. Under that agreement two large format digital structures have been erected in the City. The City has been approached by a party that wishes to install two digital billboards in the City. The additional digital billboards are different from and not subject to the large format digital structures addressed by the City’s agreement with Pattison.

Discussion

An amendment to City of Port Moody Sign Bylaw, 1998, No. 2403, is being proposed to allow for two additional digital billboards in the City. The location of the digital billboards is shown on the replacement to Schedule “C” to Bylaw 2403, a copy of which is in **Attachment 1**.

Staff have been negotiating an agreement for the new digital structures with the subject party. Staff support the provision of the digital billboards because they will result in a financial benefit to the City. Details of the agreement are not being disclosed or discussed in public due to concerns about competitive commercial and financial information of the party that is supplied in confidence, the disclosure of which could reasonably be expected to interfere with the legally protected confidential interests of the subject party.

Other Option(s)

1. THAT the report dated September 28, 2022 from the General Manager of Engineering and Operations regarding Sign Bylaw Amendment – Digital Billboards be received for information.

Financial Implications

Provision of the digital billboards permitted by this amendment will result in a financial benefit to the City. Details of the agreement are not being disclosed or discussed in public due to concerns about competitive commercial and financial information of the party that is supplied in confidence, the disclosure of which could reasonably be expected to interfere with the legally protected confidential interests of the subject party.

Communications and Civic Engagement Initiatives

This bylaw amendment follows the statutory bylaw amendment requirements outlined in the *Local Government Act* and the *Community Charter* which includes consideration of the bylaw in meetings that are open to the public.

Council Strategic Plan Objectives

The proposed bylaw amendment aligns with Council's 2019-2022 Strategic Plan pillar of Economic Prosperity.

Attachment(s)

1. Draft City of Port Moody Sign Bylaw, 1998, No. 2403, Amendment Bylaw No. 11, 2022, No. 3382.
2. Reference copy of current City of Port Moody Sign Bylaw, 1998, No. 2403.

Report Author

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General Manager of Engineering and Operations

Report Approval Details

Document Title:	Sign Bylaw Amendment – Digital Billboards.docx
Attachments:	- Attachment 1 - Draft City of Port Moody Sign Bylaw, 1998, No. 2403, Amendment Bylaw No. 11, 2022, No. 3382.pdf - Attachment 2 - Reference copy of current City of Port Moody Sign Bylaw, 1998, No. 2403.pdf
Final Approval Date:	Oct 4, 2022

This report and all of its attachments were approved and signed as outlined below:

Lindsay Todd for Rosemary Lodge, Manager of Communications and Engagement -
Oct 3, 2022 - 12:13 PM

Tim Savoie for Paul Rockwood, General Manager of Finance and Technology -
Oct 4, 2022 - 10:53 AM

Tim Savoie, City Manager - Oct 4, 2022 - 10:53 AM