



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall
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Esquimalt, B.C. V9A 3P1

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REQUEST FOR DIRECTION

DATE: March 6, 2019 Report No. EPW-19-008
TO: Laurie Hurst, Chief Administrative Officer
FROM: Jeff Miller, Director of Engineering and Public Works
SUBJECT:

Signage within Road Corridors at Gateway Locations

ESSENTIAL QUESTION:

Should the Township allow semi-permanent/permanent signage to be installed within the Road Corridor for the purpose of advertising for non-profit community organizations to promote their regular activities?

RECOMMENDATION:

That the COTW receive Staff Report EPW-19-008 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.

BACKGROUND:

The Township has received requests from the Esquimalt Farmers Market that they would like to have semi-permanent/permanent signage located at gateway locations into the Township to advertise their events. They are the first organization that has officially made this request. Other organizations have suggested that having this type of advertising would be desirable but have not made a request.

At this time, the Township does allow advertising to occur on the solid waste collection vehicles. The practice is regulated by Council Policy E&PW-05 Advertising on Municipal Solid Waste Vehicles. The history of this policy can be found in two reports (EPW-016-035 and EPW-017-009).

The Township does currently allow for short term/non-permanent signage to be placed within the Road Corridor. This is for events such as Buccaneer Days or Ribfest.

Currently the only signage in place at gateway locations is Township signage welcoming individuals to the Township. Gateway locations are:

- Admirals Road (east of Maplebank Road)
- Esquimalt Road (Dominion Road)
- Craigflower Road (east of Admirals Road and pole mounted one sign at Arm Street)

There are also very small gateway signs that identify that you are entering the Township on the east and west end of the E & N Rail Trail and the east end of the Westbay Walkway.

ISSUES:

The focus of this Report is to review whether a policy should be developed in order to govern and regulate the placing of third party advertising within the Road Corridor.

There are two options available:

- Option 1 - maintain status quo (no advertising)
- Option 2 - develop a Council Policy to govern and regulate advertising at gateway locations

Option 1

Under this option, the Township would not make space available within the Road Corridor for advertising of this nature.

Option 2

For this option, a Council Policy would be developed that set out the requirements for signage for potential users. The main points of policy would cover:

- Who would be eligible to advertise at the gateway locations?
- What messaging would be acceptable?
- What type of sign(s) is required?
 - Material type
 - Ground mounted or suspended
- Is there space available at the various gateway locations to accommodate the new sign(s)?
- How would the new sign(s) meet the Sign Regulation Bylaw, 1996, No. 2252?
- Who is responsible for the cost of construction of the sign(s)?
- Who is responsible for the cost of maintenance of the sign(s)?

ALTERNATIVES:

1. That the COTW receive Staff Report No. EPW-19-008 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.
2. That the COTW provide alternative direction to staff.
3. That the COTW request further information from staff.