

ITEM
MANAGER'S REPORT NO. 6
COUNCIL MEETING 88/10/16 66

RE: ADVERTISING POLICY

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation as contained in the report from the Director Recreation & Cultural Services be adopted.

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1988 OCTOBER 11

TO : MUNICIPAL MANAGER
FROM : DIRECTOR RECREATION & CULTURAL SERVICES
RE : **ADVERTISING POLICY**
PURPOSE: The purpose of this report is to obtain Council's approval to amend Section 24 of the Parks & Recreation Bylaw #7331.

RECOMMENDATION:

1. THAT the Municipal Solicitor be requested to amend the Parks & Recreation Bylaw No. 7331, Section 24, as outlined in the attached report.

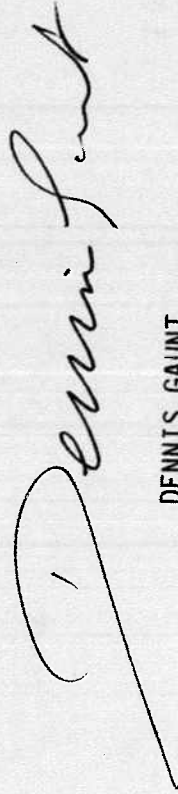
REPORT

At its meeting of 1988 October 05, the Parks & Recreation Commission received the attached staff report on the above subject and adopted the recommendation contained therein.

PAL:ps
Attach.

cc: Director Planning & Building Inspection
Municipal Solicitor

DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES



ITEM

DIRECTOR'S REPORT NO.

COMMITTEE MEETING

RE: ADVERTISING POLICY

RECOMMENDATION:

1. THAT approval be given to request Council to change the Parks and Recreation Bylaw 7331 to reflect the change in Section 24 as outlined in this report.

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REPORT

The current policies on advertising in the Municipality are driven by Bylaw 6163 "Burnaby Sign Bylaw - 1972" and the "Parks and Recreation Bylaw 7331", a bylaw to make rules and regulations governing the management, maintenance, improvement, operation, control and use of any real or personal property held for pleasure, recreation or community use of the public. This has been consolidated for convenience with Bylaw 7464.

Bylaw 8115 which is part of the Sign Bylaw 6163, reads as follows:

"Sign means any structure, device, advertisement, advertising device or visual representation that is visible from any street, highway, lane or from any property other than the one on which it is located, and that is intended to advertise, identify or communicate information or attract the attention of the public for any purpose and without limiting the generality of the foregoing includes any symbols, letters, figures, illustrations or painted forms."

The Parks and Recreation Bylaw 7331, consolidated with Bylaw 7464, Section 24, reads as follows:

"No person shall post, paint or affix any advertisement, bill, poster, picture, matter or thing in or on any park or on any tree, post, pole, building, structure or thing in or on any park or engage in the distribution or delivery of advertising material in any park or in any building, structure or thing in any park."

This section shall not apply to signs erected or placed by the Burnaby Parks & Recreation Commission for the purpose of conveying information on park or recreation matters or controlling activities within parks.

Over the years, with Commission approval, advertising has taken place in and at various facilities. Some examples are:

- 1) Arenas - Score clocks provided by Pepsi Cola, with advertising on the clocks.
- 2) Stadium - Both youth and professional events generally have some form of advertising around field.
- 3) Festivals (Discovery Day)
- 4) Labatt's 24 Hour Relay
- 5) Corporate picnics (banners identifying groups)

Staff feel our policy should reflect what is happening in the system and would suggest that the Parks and Recreation Bylaw 7331, consolidated with Bylaw 7464, Section 24, be changed by adding the following words after "No person shall...." Add "without first obtaining the written permission of the Director Recreation and Cultural Services". The intent is to give the

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Director the authority and discretion on advertising within our facilities and for special events. It should also be pointed out that the Municipal Sign Bylaw is the driving force for advertising outside any building but that the key words are "visible from any street, highway, lane or from any property other than the one on which it is located." This allows advertising at special events within parks.

This will bring under control any and all advertising taking place in our facilities. Any controversial matter would be brought to the Commission for resolution.

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cc - Director Planning & Building Inspection

