

**AGENDA
FOR THE REGULAR PARKS COMMITTEE MEETING
TO BE HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM
THURSDAY, 2011-APR-14, COMMENCING AT 5:00 P.M.**

1. **CALL THE REGULAR PARKS COMMITTEE MEETING TO ORDER:**

2. **INTRODUCTION OF LATE ITEMS:**

(Note: if there is a late delegation, a motion must be made to allow the delegation to address the committee.)

3. **ADOPTION OF AGENDA:**

(Motion required to adopt the agenda.)

4. **ADOPTION OF MEETING NOTES:**

- (a) Notes of the Regular Parks Committee Meeting held Thursday, 2011-MAR-10, at 5:00 p.m., in the Bowen Park Complex Conference Room.

Pgs.
007-009

(Motion required to adopt the meeting notes of the above date(s) as circulated)

5. **DELEGATIONS: (10 MINUTES)**

(Motion required to receive the following delegations.)

6. **CHAIR'S REPORT:**

(Motion required to receive verbal report.)

7. **REPORTS OF PROJECT COMMITTEES:**

(Motion required to receive project committee reports.)

8. **STAFF REPORTS:**

- (a) **OUTDOOR FACILITIES ADVERTISING SIGNAGE GUIDELINES.**

Pg
010-013

Staff's Recommendation: That the Parks Committee recommend that the Parks, Recreation and Culture Commission adopt the attached Outdoor Facilities Advertising Signage Guidelines as revised.

(Motion required to adopt recommendation.)

9. **INFORMATION ONLY ITEMS** (Staff reports):

(Motion required to receive information only items.)

10. **CORRESPONDENCE:** (Action)

CORRESPONDENCE: (Information)

(Motion required to receive correspondence.)

11. **NOTICE OF MOTION:**

12. **OTHER BUSINESS:**

(Motion required if there is other business.)

13. **UNFINISHED BUSINESS:**

(a) Request for Advertising Signage at May Bennett Park - staff to research and return to the Parks Committee with a Report *(referred from PRCC 2010-FEB-24)*;

(b) Bowen Wild Edible Garden - staff to prepared a Report to the Parks Committee for review *(referred from PRCC 2010-NOV-24)*.

14. **QUESTION PERIOD:**

15. **ADJOURNMENT:**

(Motion required to adjourn with next meeting to be held, if required, on Thursday, 2011-MAY-12, commencing at 5:00 p.m., in the Bowen Park Complex Conference Room.)

**NOTES OF THE REGULAR PARKS COMMITTEE MEETING
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM,
ON THURSDAY, 2011-MAR-10, COMMENCING AT 5:00 P.M.**

PRESENT: Commissioner Barry Sparkes, Chair

Members: Commissioner Fred Pattje
Commissioner Brian Dempsey
Commissioner Maureen Young
Commissioner Brent Meunier

Staff: Jeff Ritchie

R. Tweed, Recording

1. CALL THE OPEN MEETING TO ORDER:

The Regular Meeting was called to order at 5:00 p.m.

2. INTRODUCTION OF LATE ITEMS:

- Replace Item 8 (a) Staff Report: With the Amended Staff Report dated 2011-MAR-09.

3. ADOPTION OF AGENDA:

It was moved and seconded that the Amended Agenda be adopted. The motion carried unanimously.

4. ADOPTION OF MEETING NOTES:

- (a) Meeting Notes of the Regular Parks Committee Meeting held Thursday, 2010-SEP-09, at 5:00 p.m, in the Bowen Park Complex Conference Room.

It was moved and seconded that the Meeting Notes be adopted as circulated. The motion carried unanimously.

5. DELEGATIONS: (None.)

6. CHAIR'S REPORT:

(a) **Mr. Josiah and/or Carolanne Patton - "Bowen Wild Edible Garden"**

At the 2010-NOV-24 meeting of the Parks, Recreation and Culture Commission, it was moved and seconded that this matter be referred to the Parks Committee with a written report being provided to that Committee by staff prior to their meeting.

It was moved and seconded that the verbal report be received. The motion carried unanimously.

7. REPORTS OF ADVISORY BODIES: (None.)

8. STAFF REPORTS:

(a) **Outdoor Facilities Advertising Signage Guidelines**

Staff's Recommendation: That the Parks Committee recommend that the Parks, Recreation and Culture Commission adopt the Outdoor Facilities Advertising Signage Guidelines.

The Committee did not support permanent signage and agreed that a grandfather clause should be added to address those sites where they currently exist, and that further review of temporary banners and sandwich board signage is required.

It was moved and seconded that the Guidelines be referred back to Staff for further review taking into consideration the issues regarding permanent signage, grandfathering of current sites containing permanent signage, temporary banners, and sandwich board signage. The motion carried unanimously.

9. INFORMATION ONLY ITEMS (staff reports):

- (a) Dog Off-Leash Open Houses – verbal update.
- (b) Harewood Centennial Park Redevelopment Plan – verbal update.
- (c) Bowen Park Interpretive Area Concept Plan by the Side Channel – verbal update.

It was moved and seconded that the Information Only Items be received. The motion carried unanimously.

10. CORRESPONDENCE: (Action) (None.)

CORRESPONDENCE: (Information) (None.)

11. NOTICE OF MOTION: (None.)

12. OTHER BUSINESS: (None.)

13. UNFINISHED BUSINESS:

- (a) Request for Advertising Signage at May Bennett Park - staff to research and return to the Parks Committee with a Report (*referred from PRCC 2010-FEB-24*).
- (b) Bowen Wild Edible Garden - staff to prepare a Report to the Parks Committee for review (*referred from PRCC 2010-NOV-24*). The group is not in a position to proceed further at this time and as a result it was agreed that the matter be removed and that Staff return with a Report once the group is able to provide additional information and proceed.

It was moved and seconded that Item 13.(b) "Bowen Wild Edible Garden" be removed from Unfinished Business. The motion carried unanimously.

14. QUESTION PERIOD: (No questions.)

15. ADJOURNMENT:

It was moved and seconded at 6:18 p.m. that the meeting adjourn, with the next Meeting of the Parks Committee to be held, if required, Thursday, 2011-APR-14, commencing at 5:00 p.m., in the Bowen Park Complex Conference Room.

The motion carried unanimously.

BR Sparkes.

Commissioner Barry Sparkes, Chair
Parks Committee

CERTIFIED CORRECT:

Jeffery W Ritchie

Jeff Ritchie
Senior Manager, Parks & Civic Facilities

APPROVED FOR DISTRIBUTION:

R. Harding

R. Harding, Director
Parks, Recreation and Culture

REPORT TO: THE PARKS COMMITTEE

FROM: JEFF RITCHIE, SENIOR MANAGER, PARKS & CIVIC FACILITIES

AUTHORED BY: JIM PLASTERAS, MANAGER, PARKS OPERATIONS

RE: OUTDOOR FACILITIES ADVERTISING SIGNAGE GUIDELINES.

RECOMMENDATION:

That the Parks Committee recommend that the Parks, Recreation and Culture Commission adopt the attached Outdoor Facilities Advertising Signage Guidelines as revised.

EXECUTIVE SUMMARY:

A number of sports organizations have shown interest in advertising at the City's athletic fields and facilities to increase revenue. Athletic fields are described as fields where outdoor sports and other activities are held and athletic facility refers to other active areas such as skateboard parks, tennis courts, dog parks, lacrosse boxes and parking lots adjacent to an athletic facility.

A fee would be charged to those advertising on the sign and this revenue would go to the sporting organization.

BACKGROUND:

On 2010-FEB-24, Mr. Grant Renton and a delegation from Football Nanaimo appeared before the Parks, Recreation and Culture Commission requesting permission to erect signage for advertisers on the equipment tower at May Bennett Park as well as put up sandwich board style signage at field level on game days. The Commission reviewed the matter and referred it to the Parks Committee for report back to Commission with a recommendation.

After reviewing many other municipalities for their policies on parks signage, it became quite clear that all had some standard regulations and policies in place to ensure a consistency in their application. It is recommended that the Outdoor Facilities Advertising Signage Guidelines be adopted.

At their meeting held on 2011-MAR-10, the Parks Committee reviewed the Staff Report and Guidelines, "Outdoor Facilities Advertising Signage Guidelines". The Committee did not support permanent signage and agreed that a grandfather clause should be added to address those sites where they currently exist and that further review of temporary banners and sandwich board signage is required.

It was subsequently moved and seconded that the Guidelines be referred back to Staff for further review, taking into consideration the issues regarding permanent signage, grandfathering of current sites containing permanent signage, temporary banners, and sandwich board signage.

The changes made are highlighted in the attached guidelines and include: removing any reference to permanent signage and emphasizing temporary fencing signage only; the temporary signage on fences would be in the form of banners which could be easily removed; and, the dimensions of the banners and sandwich board signs are consistent with the City's Sign Bylaw.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jeff Ritchie". The signature is fluid and cursive, with the first name "Jeff" being more prominent than the last name "Ritchie".

Jeff Ritchie,
Senior Manager
Parks & Civic Facilities

2011-APR-07
File: A2-5 / D9-3-2 / D7-6-1 / K8-12
G:\Admin\PRCC\ParksCommittee\ReportsToParksCommittee\2011\
PCRPT110414OutdoorFacilitiesAdvertisingSignageGuidelines.docx

City Of Nanaimo Parks, Recreation and Culture Outdoor Facilities Advertising Signage Guidelines

1. **Temporary fencing signage on the City's outdoor facilities must adhere to the following guidelines:**

- a) All signage will be consistent with the existing City of Nanaimo "Sign Bylaw 1987 No. 2850".
- b) **Temporary signage attached to fences will be in the form of banners which can be easily removed.**
- c) No individual sponsorship sign size may exceed **3.0 square metres [approximately thirty-two (32) square feet] in total overall size.**
- d) Signage that would be affixed to fencing in or at any facility be so installed so as to not damage fencing either by undue weight of sign or by installation devices.
- e) Sponsorship signage will be placed temporarily (either for a specific event/tournament, or, for that sports organization's season) and placed to face the playing fields assigned to that league.
- f) A License Agreement must be executed between the City of Nanaimo and the organization installing any signage. The groups would understand, through the granting of such signage that this Agreement would absolve the Parks, Recreation and Culture Department or the City of Nanaimo of any liability in cases of injuries and/or property losses resulting from signage installed or placed by the particular group at their athletic field or facility.

2. **Sandwich Board Signage:**

- a) Sandwich boards are permitted but **are not to exceed .55 square meters [six (6) square feet] in area.**
- b) A maximum of one (1) sandwich board only per advertiser will be permitted.
- c) Sandwich boards would be in place for game day only and then removed.

3. **Banners:**

- a) Banners are to have a display surface area of **three (3) square metres or less and a maximum height of nine (9) meters** and banners are not permitted to be attached to any vegetation by any means.

4. Signage prohibitions include, but are not limited to, the following:

- a) Within a residential area due to the adverse impact on the visual amenity.
- b) If any existing signage would be obscured.
- c) Promoting any behaviour contrary to the Parks bylaw.

5. Traffic considerations:

- a) Signs will not be erected/permitted at sites where they are visible from the City roadways.

6. Charges and requirements in considering application approval:

- a) Every person/user or group/team who applies to the City for approval shall, on making application, pay to the City an application fee as determined by the City of Nanaimo.
- b) No sign shall be erected until such time as the application fee has been paid in full and approval has been granted.
- c) All applications will be submitted in writing to the Parks Operations Manager for approval.
- d) Responsibility for ensuring adherence to these standards and policies will be with the Parks Operations Manager.
- e) The approval of all signage ultimately rests with the Parks Operations Manager.

General Notes:

- Notwithstanding the foregoing, these guidelines will be consistent with all City of Nanaimo Bylaws and should there be any discrepancy in agreement, the City of Nanaimo Bylaws will take precedence.
- Furthermore, no third-party signage will be permitted on PRC-1 zones, and only within PRC-2 zones that have a sports facility.
- This signage does not require a City of Nanaimo building permit.