

NOTICE OF MOTION

4. Lane Activation and Animation

MOVER: Acting Mayor Louie

SECONDER: Councillor Deal

WHEREAS

1. The Sign By-law regulates signs located on private property, with the intent to support local commercial activity through appropriate identification of businesses and way finding, and to prevent sign proliferation and visual clutter to ensure the effectiveness of signs;
2. The Sign By-law allows fascia signs in commercial districts to face lanes only if they are located above a public entrance to a premises;
3. Council has adopted policy through local area plans and guidelines to encourage lane activation and animation throughout the city by encouraging residential and other active uses on lanes and supporting art programs on lanes, to recognize that lanes serve as multi-purpose public spaces that function as part of the overall pedestrian network and contribute to community character and a diverse and robust public realm;
4. Business identification signs may also provide interest and animation to walls on commercial lanes and direct customers to businesses.

THEREFORE BE IT RESOLVED THAT Council direct staff to bring forward recommendations to amend the Sign By-law to align with Council policy in order to enhance lane activation in commercial areas throughout the city.

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