

NEWS RELEASE

CHAMBER SAYS ENFORCEMENT NOT EXTINCTION THE ANSWER WITH MOBILE SIGNS IN WINNIPEG

Proposed Signage Bylaw will have Negative Impact on Business: Angus

June 15, 2006 – Winnipeg Chamber of Commerce President and CEO Dave Angus is urging the City of Winnipeg to scrap plans to dramatically change bylaws governing mobile signs in the City and concentrate more on enforcement of the existing rules.

“We’ve heard from numerous businesses about the negative impact the changes in the bylaw could have on small businesses ability to advertise in a cost-effective manner,” said Angus. “We think there are better solutions that should be explored.”

According to a City of Winnipeg draft bylaw ‘subject to the issuance of a special event sign permit, one special event sign in this category may be located or erected for not more ***than three 30-day periods during each calendar year.***’

Under the current bylaw a permit for a mobile advertising sign shall be for a period not exceeding 90 days, thereafter a new mobile sign permit may not be issued for the same zoning lot until 30 days have expired.

“If these changes are adopted they will dramatically reduce businesses ability to advertise locally and have a negative impact on the sign industry as a whole,” added Angus. “If the City is concerned about advertising clutter and that businesses are taking liberties with the current regulations we would encourage them to more strictly enforce the current bylaws and look at setting stiffer penalties for those who do not abide by them.”

The Winnipeg Chamber of Commerce, founded in 1873, is the largest organization representing the voice of business in Winnipeg. Our mission is to foster an environment in which Winnipeg business can prosper.

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