

Report to Community and Protective Services Committee

To: Chair and Members
Community and Protective Services Committee
From: Kelly Scherr, P.Eng., MBA, FEC, Managing Director,
Environmental & Engineering Services & City Engineer
Subject: Sign By-law Amendment
Date: February 9, 2021

Recommendation

That the on the recommendation of the Managing Director, Environmental & Engineering Services & City Engineer, the following actions be taken with respect to revisions to the Sign By-law:

- a) the report dated February 9, 2021 with respect to amendments to allow for posters on City-controlled bike locker frames as part of the introduction of bike lockers in and around downtown BE RECEIVED; and
- b) on the recommendation of the Managing Director, Development & Compliance Services & Chief Building Official, the attached revised draft Sign By-law BE INTRODUCED at the Municipal Council meeting to be held on February 23, 2021 to enact the above-noted changes.

Executive Summary

To address the 2016 Cycling Master Plan Action #8 Enhancing Bicycle Parking, the City purchased nine bike lockers (holding 18 bikes) as part of a pilot project for providing secure bike parking in and around downtown. This action also partially addresses Municipal Council direction approved on June 29, 2020 (Civic Administration be directed to investigate opportunities to address the immediate need of residents for secure bicycle parking in key locations as existing budget opportunities allow).

The Request for Proposal to provide bike lockers for the pilot project was awarded to Spacesaver, a company from Aurora, Ontario. After the award of the proposal, Spacesaver, expressed interested in testing advertising in exchange for providing free display panels on the bike lockers to the City (total value of \$5,000). As bike lockers were not contemplated when the Sign By-law was last amended in 2017, City staff are now seeking approval to include bike lockers as an Official Sign.

Linkage to the Corporate Strategic Plan

Municipal Council's 2019-2023 Strategic Plan for the City of London continues to recognize the importance of active transportation, cycling, and the need for a more sustainable and resilient city.

Analysis

1.0 Background Information

1.1 Previous Reports Related to this Matter

Relevant reports that can be found at www.london.ca under Government (City Council and Civic Administration) include:

- Active Transportation Manager submitted by Councillors E. Pelozo and S. Lewis (June 23, 2020 meeting of the Civic Works Committee - CWC, Agenda Item #4.1)

- Environmental Programs Annual Overview Update (April 16, 2019 meeting of CWC, Agenda Item # 2.6)
- London ON Bikes Cycling Master Plan (September 7, 2016 meeting of CWC, Agenda Item # 3)

2.0 Discussion and Considerations

2.1 Background

To address the 2016 Cycling Master Plan Action #8 Enhancing Bicycle Parking, the City purchased nine bike lockers (holding 18 bikes) as part of a pilot project for providing secure bike parking in and around downtown. This action partially addresses Municipal Council direction approved on June 29, 2020:

c) the Civic Administration BE DIRECTED to investigate opportunities to address the immediate need of residents for secure bicycle parking in key locations as existing budget opportunities allow; it being noted that providing secure bike parking in the Core Area relates to several council approved components of the Core Area Action Plan;

Additional work on secure bike parking is underway and an update will be provided to Civic Works Committee later in spring. A bike locker is a large box in which up to two bicycles can be locked separately. They provide a higher level of security and convenience for Londoners riding a bike. Bike lockers help prevent theft, provide weather protection, and deter casual vandalism.

The pilot project will install bike lockers at three locations in parking lots or in the public right-of-way in early spring 2021. The lockers provide weather protection as well as a higher level of security than a traditional bike rack. Each location will have the capacity for parking six bicycles, using a mix of Bluetooth-enabled lock mechanisms for occasional users and keyed padlocks for monthly rentals.

The Request for Proposals was awarded to an Ontario distributor, Spacesaver Inc. in the summer of 2020. In working out the details for installation and delivery, Spacesaver was keen to test advertising in exchange for providing free display panels to the City. An informal agreement was proposed where they would cover the cost of adding three display panels to the lockers (one per location of lockers) and the cost of producing the posters. In exchange, the City would allow Spacesaver to advertise their company on two-thirds of the poster space for a two-year period. At the end of the two-year period, management of the posters and content would then be the sole responsibility of the City. The draft poster artwork is attached in Appendix B. The value of this arrangement is just over \$5,000.

As noted above, after the two-year period, the City takes ownership of the posters and content. It is expected this would be an enlargement of the instructions. This is similar to the City's ownership of the poster content on City waste collection trucks and EnviroBin waste collection receptacles.

Why an Exemption is Requested

When the Sign By-law was last updated, the bike locker project was not yet contemplated. Staff would like to have this poster approved as an Official Sign under the By-law to proceed to locker installation.

2.2 Proposed Amendment to the Current Sign By-law

The relevant sections of the current Sign By-law S.-5868-183 are:

3.3 Prohibited Signs

No person shall erect or display a sign that:

(a) does not comply with all applicable By-laws, statutes or regulations including, but not limited to, the Ontario Heritage Act, or which is not in compliance with this By-law or the conditions of any variance granted under this By-law;

(b) is not specifically permitted in this By-law.

Considering the current Sign By-law will remain in force and effect, it is proposed to amend it. A By-law amending the current Sign By-law has been appended to this report in Appendix A. The following amendment is proposed to provide for this exemption:

Add a new exemption in part 3.4 to the current Sign By-law as follows:

3.4 Signs Exempt from This By-law

The following signs are exempt from this By-law:

k) posters on City-controlled bike locker frames.

3.0 Financial Impact/Considerations

This Sign By-law exemption results in a cost savings to the City of just over \$5,000. Ongoing costs (e.g., future signage) would be managed by the City through existing promotion, education and awareness budgets.

Conclusion

In keeping with the City's 2016 Cycling Master Plan and addressing Action #8 Enhancing Bicycle Parking, and Council direction in June 2020, staff recommend the Sign By-law be amended to allow posters on the pilot bike lockers in and around downtown.

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Transportation Demand Management

Jamie Skimming, P.Eng., Manager, Community Energy
Initiatives

Submitted by: Jay Stanford, M.A., M.P.A. Director, Environment, Fleet
and Solid Waste

Recommended by: Kelly Scherr, P.Eng., MBA, FEC, Managing Director,
Environmental & Engineering Services & City Engineer

c George Kotsifas, P.Eng., Managing Director, Development and Compliance
Services and Chief Building Official

Appendix A By-law to amend the current Sign By-law S.-5868-183

Appendix B Draft Bike Locker Poster Artwork

Appendix A

Bill No.

By-law No. S.-5868()-

A By-law to amend By-law S.-5868-183 entitled "A by-law prohibiting and regulating signs, and regulating the placing of signs upon highways and buildings".

WHEREAS section 5(3) of the *Municipal Act, 2001* S.O. 2001, c.25, as amended, provides that a municipal power shall be exercised by by-law;

NOW THEREFORE the Council of The Corporation of the City of London enacts as follows:

1. Section 3.4 "Signs Exempt from This By-Law" is amended by adding the following exemption:

"(k) posters on City-controlled bike locker frames."

2. This By-law shall come into force and effect on the day it is passed.

PASSED in Open Council on .

Ed Holder
Mayor

Catharine Saunders
City Clerk

First Reading -
Second Reading -
Third Reading -

Appendix B
Draft Bike Locker Poster Artwork



The poster artwork is divided into several sections. The top left features the 'Spacesaver Solutions' logo in green and grey, with the phone number '1.888.726.3933' and website 'www.spacesaver.ca' below it. To the right is the 'Inc.' logo, consisting of three stacked grey squares containing the letters 'I', 'n', and 'c.'. The top right section is a blue header with the text 'Powered By movatic' and the Movatic logo. Below this, there are two columns of instructions: 'How to Rent' and 'How to Return'. The 'How to Rent' instructions are: 1. Download the Movatic app, 2. Enter payment info, 3. Find bike locker, 4. Click on a locker to unlock and your rental begins. The 'How to Return' instructions are: 1. Open Movatic app, 2. Click to end rental, 3. Rental automatically bills. Below the instructions is a QR code and a small Movatic logo with the text 'Follow this QR Code for quick access to download the Movatic app.'. The bottom left of the poster has a green background with a white bicycle icon and the text 'Secure Bike Parking'. The bottom right features the 'London CANADA' logo, which includes a stylized tree icon.

Spacesaver Solutions
1.888.726.3933 | www.spacesaver.ca

Inc.

Powered By **movatic**

How to Rent
1. Download the **Movatic app**
2. Enter payment info
3. Find bike locker
4. Click on a locker to unlock and your rental begins

How to Return
1. Open **Movatic app**
2. Click to end rental
3. Rental automatically bills

Follow this QR Code for quick access to download the **Movatic app**.

 **Secure Bike Parking**

 **London**
CANADA