



The Corporation of the Town of LaSalle

To: Mayor and Members of Council
Prepared by: Joe Milicia, Chief Administrative Officer
Department: Administration
Date of Report: March 3, 2020
Report Number: CAO-01-2020 LPS Electronic Sign
Subject: LaSalle Police Service – Electronic Sign

Recommendation

That the report provided from the Chief Administrative Officer dated March 3, 2020 (CAO-01-2020) regarding the proposed LaSalle Police Service Electronic Sign BE RECEIVED and that Town Council prohibit the installation of the sign.

Report

Further to the Council question, Administration reviewed the proposal from the LaSalle Police Service to purchase a 4 foot by 8 foot electronic variable sign to be installed atop the current municipal sign identifying the building which is occupied by the LaSalle Police Service. It should be noted while through the LaSalle Police Services Board, the LaSalle Police provide policing and dispatch services to residents of and visitors to the municipality, the assets (land & building) are owned by the Town.

After the review of the proposal, Administration has a number of concerns:

1. Administration continues to have concerns with this location in relation to the pedestrian crosswalk. This pedestrian crosswalk is not signalized and controlled with a traffic signal. The installation of a variable message sign could providing further opportunities to distract drivers that may have potentially significant negative effects.
2. The current sign(s) along Normandy Road may not have been engineered, designed and constructed to support an electronic variable message sign to be mounted atop. Should Council agree with the installation, this would need to be confirmed.

3. The setting of the existing signage is consistent with environment – static, low light signage along Normandy Road to complement the predominately residential environment, while the signage along Malden Road is more consistent with what could be found in a commercial setting. Should Council agree with the installation of the signage, it would be anticipated that residents living within the surrounding residential area would be negatively impacted and begin to voice their concerns.
4. From an aesthetics perspective, the signage on Normandy Road at the Civic Centre was designed in a consistent and simple yet stylish manner – avoiding unnecessary visual pollution. Should Council agree with the installation of this sign, the installation of a similar sign atop the municipal sign identifying the building which is occupied by the LaSalle Fire Service would be soon to follow as the Police and Fire service have similar communication needs.
5. It is the understanding of Administration that the cost of the purchase and installation of the electronic message sign would be funded by way of sponsorship. While this may satisfy the needs of the LaSalle Police Service, this would also provide confusion within the community as sponsorship occur for various other projects within the Town, including the upcoming Waterfront project. Ultimately, potential donors have a finite budget for giving and choices need to be made on priorities.
6. As with any social media or active communication process – communication is an open and available to two-way traffic, to all – even those with diverging opinions. Not all feedback is positive or constructive. While social media platforms are more akin to two-way communication, electronic message boards are more apt to use one-way communication.

The report aptly notes that the Town currently owns two electronic message signs in two very high traffic locations with a great potential for exposure. These signs are available for use by all departments and services; however, are underutilized. While this may run contrary to the “Owning of Words” concept, it does promote the One Town-One Team concept. It is the recommendation of Administration that the LaSalle Police Service utilize these existing assets for their messaging needs.

Consultations

Town of LaSalle - Communications

Financial Implications

Future fundraising and sponsorship impairment as outlined in the report.

Prepared By:

A handwritten signature in black ink, appearing to read "Joe Milicia". The signature is fluid and cursive, with the first name "Joe" and last name "Milicia" clearly distinguishable.

Chief Administrative Officer

Joe Milicia, CPA CA
Chief Administrative Officer

Link to Strategic Priorities

	Expanding and diversifying our assessment base
yes	Effectively communicating the activities and interests of the Town
yes	Managing our human and financial resources in a responsible manner
	Promoting and marketing LaSalle
yes	Promote a healthy and environmentally conscious community

Communications

yes	Not applicable
	Website
	Social Media
	News Release
	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

Notifications

Name	Address	Email