

# The Dispatch

"WE HAVE MET THE ENEMY, AND HE IS US." POGO

## Council Okays Plan, Moves Forward With Trash Cans

OCEAN CITY — Twenty new downtown trashcans were given the blessing by the Mayor and City Council this week, after a favorable recommendation from the pseudo-government agency, the Ocean City Development Corporation.

Outdoor Partner Media, a start-up Canadian company, is in the midst of trying to get downtown communities up and down the East Coast to enter into one-year trial periods to sample their product, trash receptacles. In this case, the receptacles are called PartnerBins because they are set up to handle garbage and also have two other separate collection points for recyclable paper and plastic bottles.

While Public Works Superintendent of Maintenance Bruce Gibbs, who deals directly with the trash receptacles throughout town, has praised the concept, resort officials were leery of adding the ability for more signs downtown.

The receptacles are large enough to host some advertising and would be a new form of revenue for the resort government. The town would be allowed to advertise special events for free on some of the bins and the rest of the slots could be marketed to local advertisers for a price that is estimated to be between

\$200-300 for a one-year period.

But OCDC is responsible for passing the downtown design guidelines that were set into action in part to gain better control over the proliferation of signs and design standards in redeveloped projects downtown.

Councilman Joe Hall said two weeks ago allowing for more signs downtown would fly in the face of what OCDC has worked so hard to attain, and he opposed the motion Monday night, making the vote 5-1 with Councilman Vince Gisriel, who was originally opposed as well, out of the room due to an emergency.

Councilwoman Nancy Howard was also concerned about adding more unregulated signs to the downtown two weeks ago, but was satisfied with the recommendation from the OCDC to work directly with Outdoor Partner Media to come up with standard borders, colors and other features that will be set in place to somewhat control the advertising.

— Jennifer A. Dawicki

After the Ocean City Development Corporation gave its okay to the proposal, the Ocean City Council formally approved 20 new downtown trash cans. Above, an example of one of the cans is currently located on Baltimore Avenue.

Photo by Jennifer Dawicki

