

Report to Council



Date: July 24, 2017
File: 1250-04
To: City Manager
From: Lindsey Ganczar, Community Planning Supervisor
Subject: Sign Bylaw Workshop 2 (TA15-0013)

Recommendation:

THAT Council receives, for information, the Report from the Community Planning Supervisor dated July 24, 2017 with respect to Sign Bylaw Workshop 2 report.

AND THAT Council directs Staff to bring the new Sign Bylaw to an afternoon City Council meeting for consideration.

Purpose:

To review changes to the draft Sign Bylaw.

Background:

During the previous Sign Bylaw workshop, Council requested that Staff review regulations in the Bylaw regarding temporary signs, portable signs, real estate signs, and other small scale non-permanent signs that contribute to general sign clutter in the community. The attached Schedule 'A' summarizes those changes. The following sign types are affected:

Marketing Signs

This is a proposed new sign type for the Bylaw. The definition captures those temporary signs that are located on building facades, typically used to advertise new businesses or building tenants. The majority of these types of signs are eventually replaced with permanent fascia signs.

Real Estate – Residential and Real Estate – Commercial Signs

Staff is proposing to create two types of real estate signs in the Bylaw to help differentiate between the small, standard signs used on residential properties and the large-scale signs used in (primarily) commercial and industrial zones.

Display time for residential type signs is limited to six months and must be replaced due to wear.

Commercial type signs must be relocated on site every 90 days and must also be replaced every six months due to wear. They also require a sign permit to allow Staff to track them. This includes a simple, inexpensive permit application and a site plan that shows the locations of the sign (initial location and future relocations) on the parcel.

Sandwich Board Signs and Menu Boxes

Sandwich board signs are permitted on private property, and on Bernard Street sidewalks akin to the *Bernard Street Sidewalk Program*. Bernard Street has been designed with wider sidewalks that allow signage at grade without impeding pedestrian traffic.

Staff is also proposing to increase the maximum size of sandwich board signs and menu boxes from 0.6 m² to 0.7 m² to align with the *Bernard Street Sidewalk Program*. Staff believes that the regulation should be the same in both policy documents.

Portable Signs

At the request of Council, portable signs are proposed to be limited to government information purposes only (municipal, provincial, and federal).

Agricultural Product Sign

Due to the suggested regulation changes to portable signs, Staff is proposing to allow agricultural product signs in free-standing form. Free-standing signs would be limited to 1.0 m² or 3.0 m² in the agriculture zones, depending on the area of the parcel.

Wall Signs

Regulations have to be added to wall signs. Staff proposes treating them similar to fascia signs as they serve a similar purpose.

Existing Policy:

Sign Bylaw No. 8235

Considerations not applicable to this report: N/A

Internal Circulation:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Financial/Budgetary Considerations:

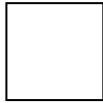
Personnel Implications:

External Agency/Public Comments:
Communications Comments:
Alternate Recommendation:

Submitted by:

L. Ganczar, Community Planning Supervisor

Approved for inclusion:



Ryan Smith, Community Planning Manager

Attachments:
Schedule 'A' - Draft Sign Bylaw (July 2017 Updates)