

Re: Item No. 15.1.1

HALIFAX

Proposed Amendments to Temporary Signs

By-Law S-801

Temporary Signs – Mobile Signs



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Temporary Signs – Inflatable, Variable Messaging Mobile Sign



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Temporary Signs – Sandwich Board, Poster, Banner

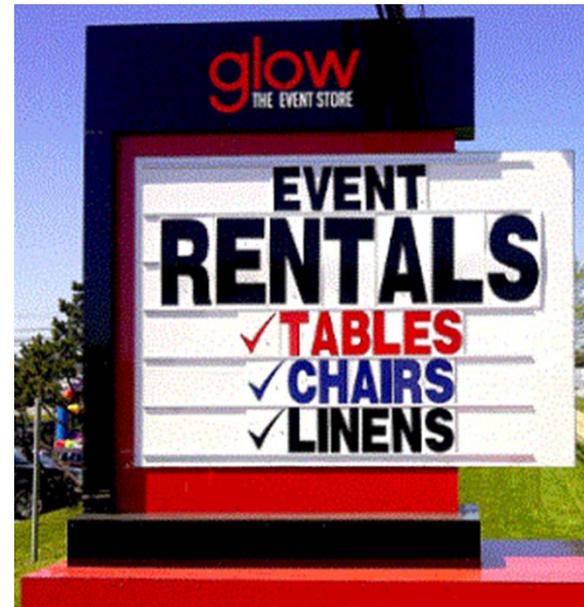
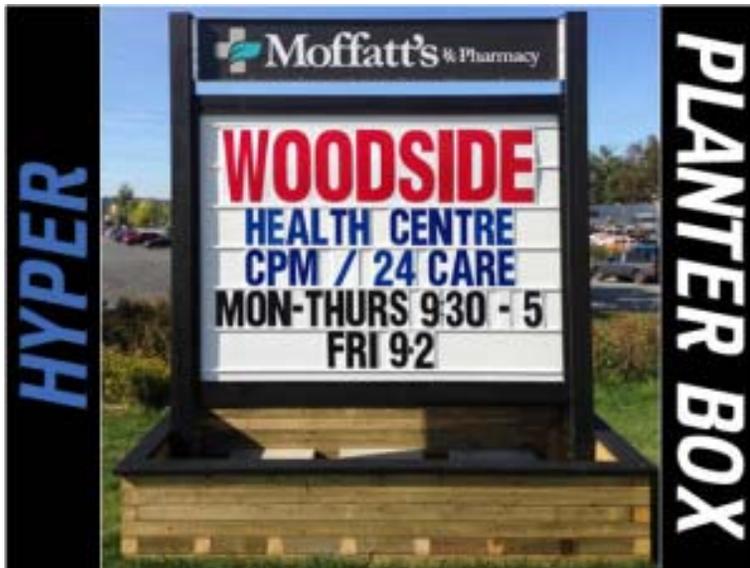


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Temporary Signs – Box Signs



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By-law S-801 for Temporary Signs

- Spring of 2015, Council passed legislation to deal with the proliferation of temporary signs – S-801
- Regulations are for private land and municipally-owned land
- By-law does not permit signs in the right-of-way

Motion from Council

That Halifax Regional Council direct staff to undertake consultations with internal and external stakeholders to consider possible by-law and administrative amendments to By-law S-801, Respecting Licensing of Temporary Signs and Administrative Order 15, Respecting License, Permit and Processing Fees and prepare a recommendation report with proposed amendments for Regional Council's consideration.

Consultation

- Sign companies
- Internal staff – reviewers
- Automobile Dealers' Association

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Outcomes from Consultation

- Measurements for signs in the right-of-way
- Less red tape
- Fewer reviews by staff
- Assumed compliance

Recommendations

- Annual business license
 - Exception of variable messaging mobile signs and on municipal land
- Right-of-way setback
- Variable messaging mobile signs
 - Subsection of mobile signs
 - One/property
 - Only when business is open



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Recommendations cont.

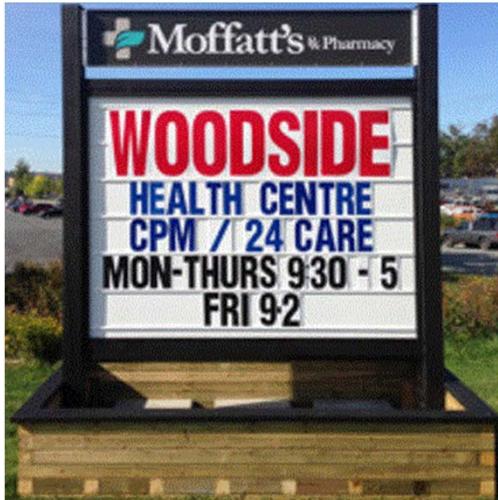
- Free standing signs
 - No license
 - Five/property – private or in right-of-way



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Recommendations cont.

- Box signs will no longer be temporary signs. They will be permanent signs.



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Recommendations cont.

- License period for mobile signs or inflatables for up to 90 days after which will be a 30-day rest period.
- Community event signs on municipal property erected up to 10 days, June – September and 14 days otherwise.
- Waive fees for churches and schools
- Short term event signs for 10 days
- New sign types reviewed on case by case basis

Recommendations cont.

- Light standard signs now 30 square feet/2.79 m – no license



- Commercial and industrial zones fronting the Bedford Hwy within Bedford Municipal Planning Strategy

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Recommendation for Council

- Staff is seeking direction from Council to approve the proposed recommendations and for staff to draft amendments to By-law S-801 and Administrative Order 15.