

Proposed Amendments to Temporary Signs

By-Law S-801

Regional Council

February 9, 2021

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
- Few temporary signs are permitted within the street right of way under the current by-law

Background

March 29, 2019 – Regional Council deferral pending stakeholder consultation

July 8, 2019 – meeting with stakeholders

February 9, 2021 - seeking Council direction on proposed amendments

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Recommendations

- Annual business license
 - Removes requirement for individual sign licenses
 - Exceptions to business license: Individual applications for variable messaging mobile signs, for signs on municipal land and if more than 5 free standing signs for a period exceeding 14 days
 - Removes requirement for permission letter from property owner for signs placed on private property

Temporary Signs in the Right of Way

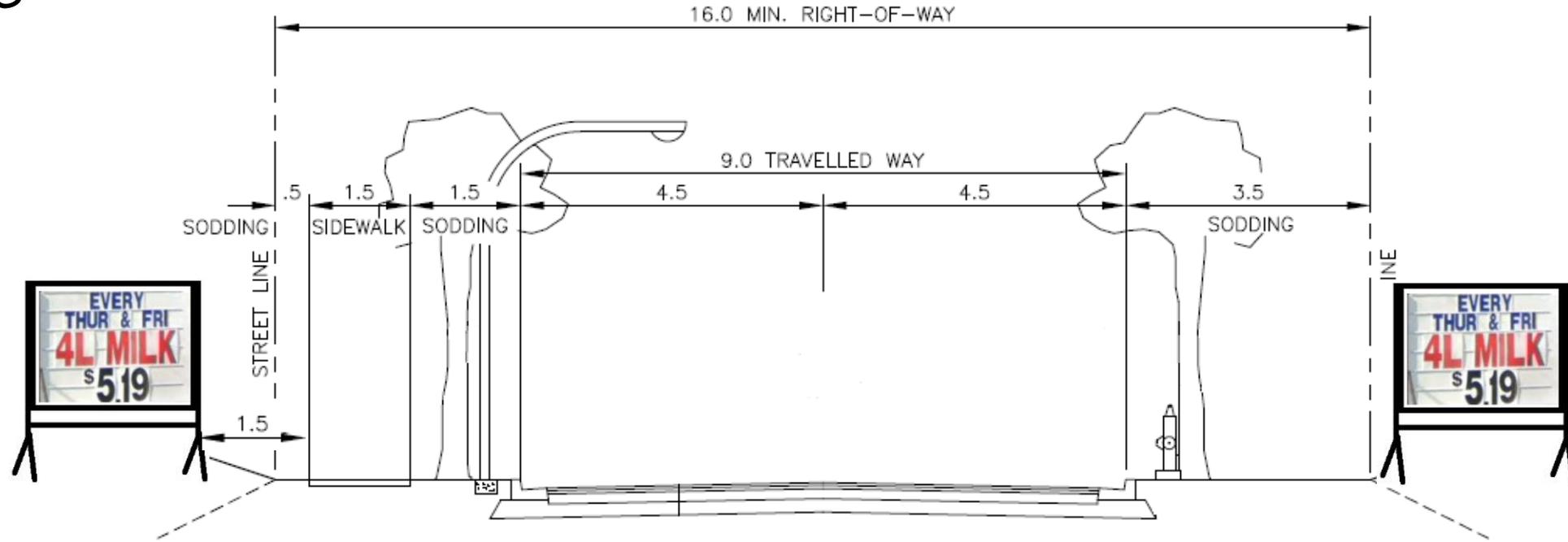
- Temporary signs, with the exception of sandwich boards, are currently not permitted in the right of way
 - Individual licences are required for sandwich boards
- Under the annual licence model being proposed
 - Simplified setback criteria will be developed
 - Criteria must be universally applicable to all existing road configurations
 - Will result in some signs being placed in the Right of Way

Temporary Signs - proposed rules for location of signs

Staff Proposal	Stakeholder Preference
<p>A sign may be placed:</p> <ul style="list-style-type: none">- 4.0m from the face of a curb, <i>or</i>- 6.5m from the edge of the asphalt (where there is no curb), <p><i>and</i> 1.5m from the back of a sidewalk or the edge of the ditch; whichever is greater</p>	<p>A sign may be placed:</p> <ul style="list-style-type: none">- 4.0m from the face of a curb, <i>or</i>- 6.5m from the edge of the asphalt (where there is no curb)

Urban Local Cross Section

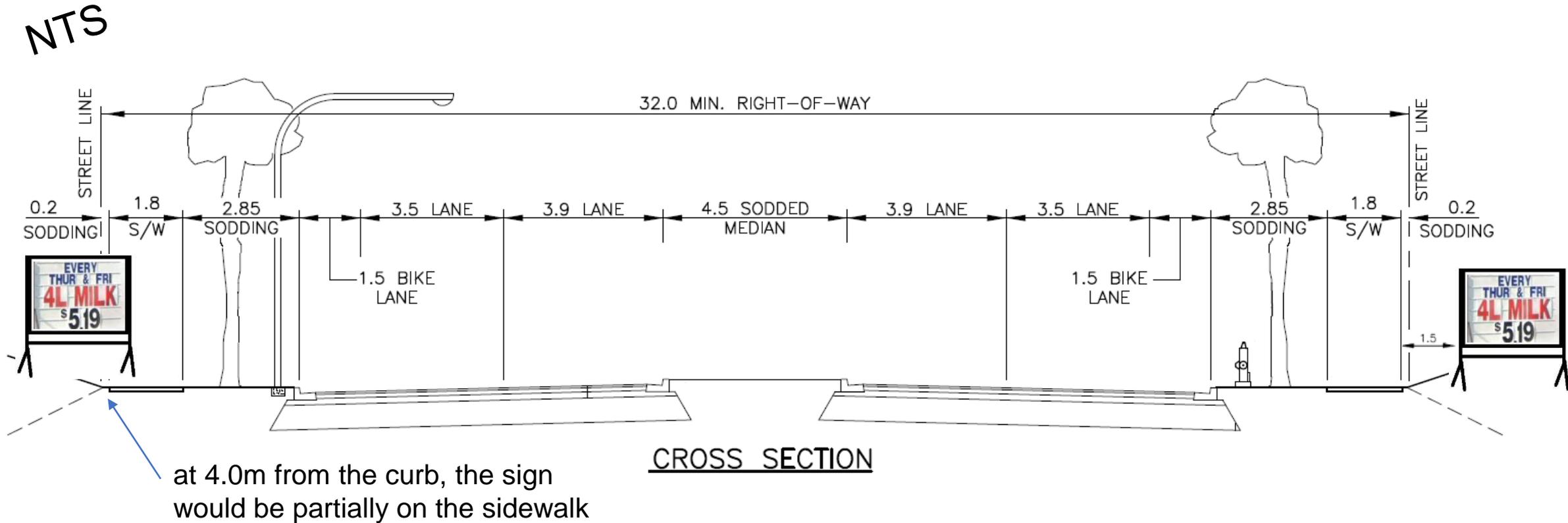
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CROSS SECTION

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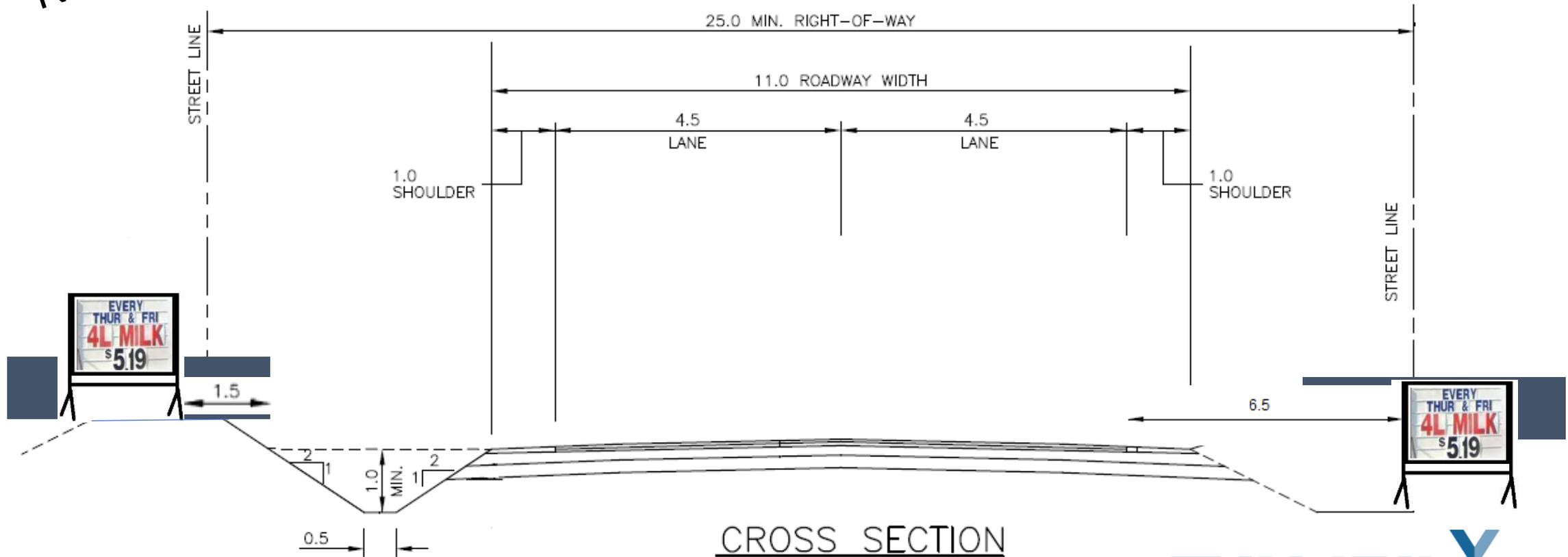
Urban Arterial Cross Section



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Rural Minor Collector Cross Section

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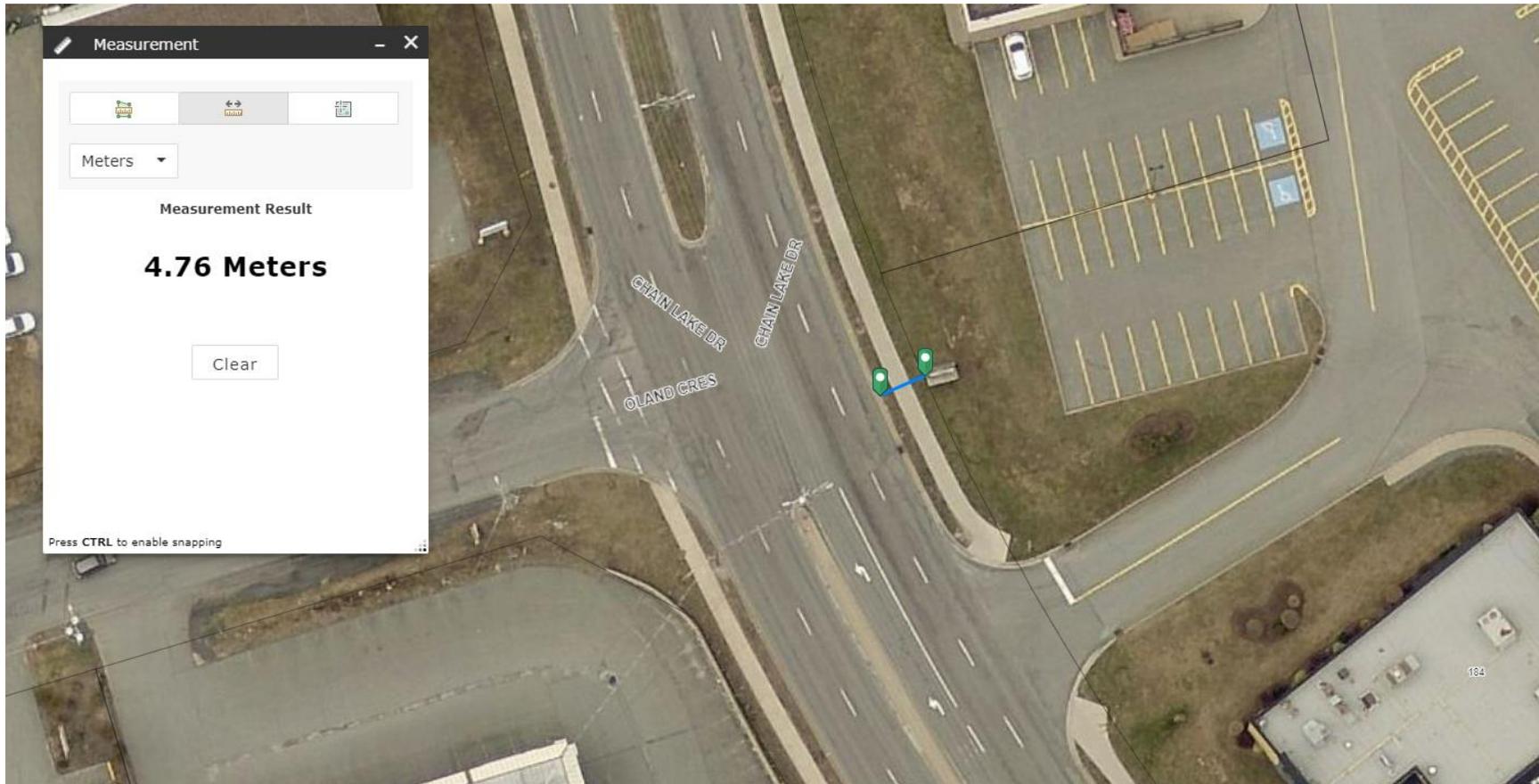


Example: 186 Chain Lake Drive, Halifax



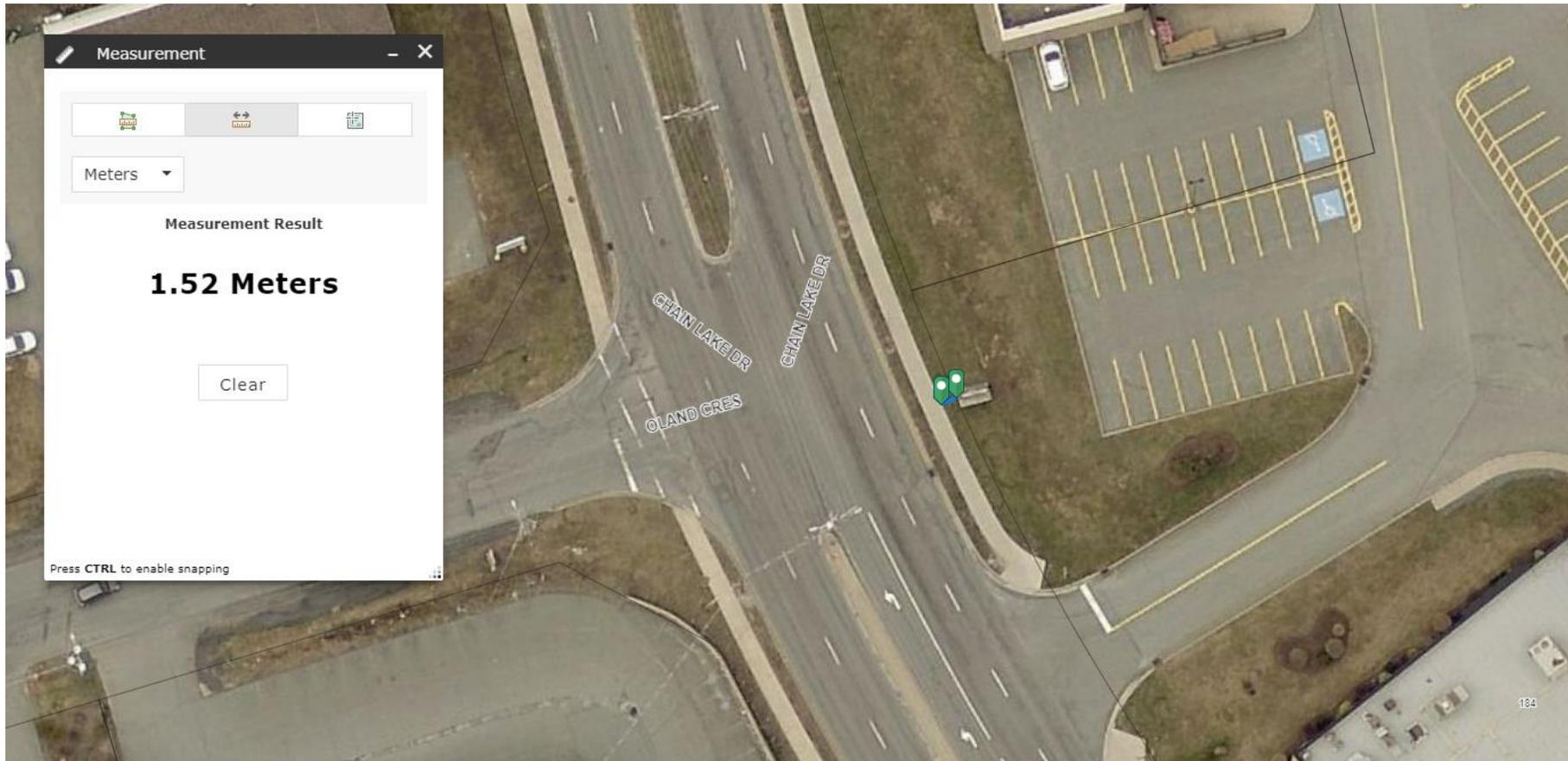
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Example: 186 Chain Lake Drive, Halifax



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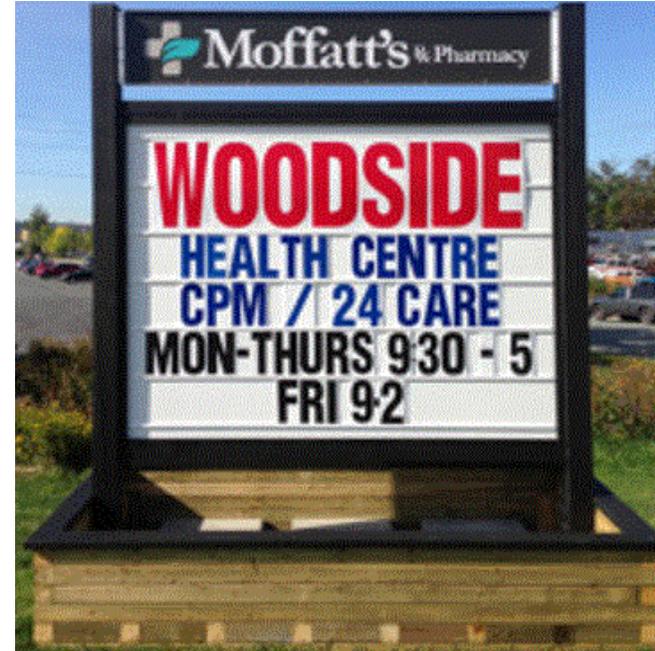
Example: 186 Chain Lake Drive, Halifax



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Box Signs

- Box signs are not temporary in nature, and cannot be removed without being deconstructed.
- Box Signs will be classified as permanent signs and regulated under HRM's various Land Use Bylaws.



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Mobile Signs & Inflatables

- Currently mobile signs and inflatables are licensed for a period not exceeding one year and must be a minimum distance of 30.5m (100ft) from any other mobile or box sign.
- Staff recommend amending the by-law to allow for a license period of not more than 90 consecutive days and the signs must be removed for a period of at least 30 days before being re-erected.



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Variable Messaging Mobile Sign

- Limit one Variable Messaging Mobile Sign per property and sign may be illuminated when the business is closed.
- Individual applications must be submitted for all Variable Messaging Signs



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Free Standing Signs

- Standalone Flags or Banners
- Weighted base requirement for signs in the Right of Way
- Limit of 5 signs per property
 - If applicant requests more than 5 signs, an individual application and additional review by HRM staff will be required
- Short term events: unlimited signs may be erected for up to 14 days. No license is required



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Municipal Property (including parks)

- The current legislation states that community event signs are permitted for no more than 60 days, however current practice does not allow for signs to be erected for a period of more than 10 days from June – September and 14 days the other months. The proposed amendment reflects current practice.
- In addition to community event signs, the proposed amendments will permit mobile signs for businesses that lease permanent or temporary space (special sales events) on/in municipal property.

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Waiving Fees

- Waiving the fees for signs placed on school or church properties
- Current by-law indicates fees be waived for community events, amendments to AO 39 should be changed to reflect this

Short Term Events

- Based on stakeholder feedback, staff proposed amending the by-law for short term events from a period of 7 calendar days to 10 calendar days

New Types of Temporary Signs

- The temporary sign industry is always changing with the introduction of new signs. Staff recommends a provision to permit staff reviews on a case by case basis and issuance of licenses for new types of temporary signs not currently in the bylaw.

Light Standard Signs/Poles

- Light standard signs and banners that do not exceed 0.56 square meters (6 square feet) per surface, are currently permitted in the by-law
- Based on feedback from stakeholders, staff recommend enlarging the sizing to reflect the largest size sign to 3.90 square meters (42 square feet)



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Mobile Signs Bedford

- Currently By-law S-801 states:” Mobile Signs shall be permitted only once per business for a maximum period of sixty days for new business openings, within a commercial and industrial zone within the boundaries of the Bedford Municipality Planning Strategy.”
- Staff recommend amending this provision to only apply to commercial and industrial zones fronting the Bedford Highway. The by-law will include an attachment outlining the boundary of the Bedford Municipal Planning Strategy

Multiple Residents Signs

- Currently, multiple resident sign licenses may be issued for 60 days twice per year if the apartment building has more than 50 units
- Staff recommend increasing the license period to 90 days and the sign shall be removed after expiry or cancellation for at least 30 days

Banner Signs

- Currently, a license for a Banner may be issued for 30 consecutive calendar days.
- Stakeholders suggested the time for a license be increase to more than 30 days and requested increasing the buildings coverage percentage from 10% to 20%
- Staff recommend a license for a Banner may be issued for 90 consecutive calendar days. To maintain consistency with the Centre Plan, staff recommend Banners should not exceed a maximum of 10% coverage of the building wall.

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Recommendation for Council

- Staff is seeking direction from Council to amend the deferred motion of March 26th, 2019 to direct that the Chief Administrative Officer draft amendments for Council's consideration to By-law S-801, Respecting Licensing of Temporary Signs and Administrative Order 15, License, Permits and Processing Fees, as identified in Attachment A to the supplementary report dated January 5, 2021.