

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original Signed by 
Jacques Dubé, Chief Administrative Officer

DATE: September 1, 2021

SUBJECT: Temporary Sign By-law Amendments – Supplementary Report

SUPPLEMENTARY REPORT

ORIGIN

On February 9, 2021, the following motion of Regional Council regarding item 11.1.1 was put and passed:

THAT Halifax Regional Council defer item 11.1.1 pending the receipt of a supplementary staff report that addresses the proposed amendments in the handout circulated during the February 9, 2021 Special Regional Council Meeting and items raised during the discussion.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter. R.S.N.S. 2008, c.39, clauses 188(1)(c) & (f): Council may make bylaws, for municipal purposes respecting

- (c) persons, activities and things in, on or near a public place or place that is open to the public;
- (f) businesses, business activities and persons engaged in business;

and clauses 188(2)(a) & (e): Without restricting the generality of subsection (1) but subject to Part VIII, the Council may, in any by-law

- (a) regulate or prohibit;
- (e) provide for a system of licenses, permits or approvals...

By-law S-801, *Respecting Licensing of Temporary Signs*

Administrative Order #15, *Respecting License, Permit and Processing Fees*

RECOMMENDATION

It is recommended that Halifax Regional Council direct the Chief Administrative Officer to draft amendments to By-law S-801, *Respecting Licensing of Temporary Signs* and Administrative Order 15, *License, Permits and Processing Fees*, as set out in the “Updated Amendments – September 1, 2021 Report” column of Attachment A of this report.

BACKGROUND

On April 25, 2017¹, Regional Council directed staff to undertake consultations with internal and external stakeholders to consider possible by-law and administrative amendments to By-law S-801 and Administrative Order 15.

On March 26, 2019², Staff returned to Regional Council with a report that outlined the consultation with internal and external stakeholders. Regional Council requested that the matter be deferred pending a supplementary report with additional consultation from stakeholders.

On February 9, 2021³, Staff returned to Regional Council with a staff report that outlined further consultation with stakeholders and proposed 12 amendments (a – n). Regional Council requested that the matter be deferred pending a supplementary report that addresses items b, c, d, and g, as outlined in Table 1.

Table 1: Proposed amendments – February 9, 2021 Halifax Regional Council meeting

Staff Proposed Amendment	Regional Council Amendment	Reason for Requested Change
b) Temporary Signs permitted within the public street and must have a setback of 4.0m from the face of the curb or 6.5m from the edge of the asphalt (where there is no curb), and 1.5m from the back of the sidewalk or the edge of the ditch; whichever is greater. On corner lots, these measurements must be respected from both roadways. Proof of indemnity insurance will be required;	b) Temporary Signs permitted within the public street and must have a setback of 4.5m from the face of the curb or 6.5m from the edge of the asphalt (where there is no curb), and 0.3m from the back of the sidewalk or the edge of the ditch; whichever is greater. On corner lots, these measurements must be respected from both roadways. Proof of indemnity insurance will be required;	An additional 1.5m will put most signs in the parking lot. 0.3m (1 ft) keeps the sign away from the sidewalk but doesn't put it deep into the parking lot.
c) Repeal of “Box Signs” from Temporary Sign By-law to be classed as permanent signs and require a permit from development, no fee;	c) continue to treat the “Box Signs” as mobile signs	The land use by-laws on most properties only allow for one permanent sign. This will prevent businesses from promoting specials, sales etc.
d) A license period for “Mobile Signs” and “Inflatables” of not more than 90 consecutive days. The sign shall be removed after expiry or cancellation for a period of at least 30 days;	d) no downtime required	This will have a negative impact especially on the seasonal businesses. A Garden Centre maybe open for 9 months. They would be forced to take down their promotional sign at the peak of their season. Other businesses will have no promotion for a full month.

¹ [See Halifax Regional Council, April 25, 2017 – Item No. 14.1.10](#)

² [See Halifax Regional Council, March 26, 2019 – Item No. 15.1.1](#)

³ [See Halifax Regional Council, January 5, 2021 – Item No. 11.1.1](#)

<p>g) In addition to community event signs, mobile signs for businesses that lease permanent space and businesses that lease temporary space (special sales events) on/in municipal property be permitted, one at a time, for a period not exceeding 10 days from June – September and 14 days for the other months. Written permission from the facility general manager will be required with each application</p>	<p>g) leave 10 days only for HRM Parks. HRM properties such as arenas, rec centres etc. treated like any other property</p>	<p>Many HRM properties such as arenas and rec centres have tenants that are small businesses. They need to promote their business. If they are forced to lose any promotion after 10 days in can be a loss of revenue. If that same business was in a strip mall, they would fall under the temporary sign by-law.</p>
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The Discussion section of this report provides further analysis of the proposed amendments outlined above in Table 1 of this report. The complete list of the 12 proposed amendments (a – n) are outlined in Attachment A of this report.

DISCUSSION

Based on further consultation with internal stakeholders which includes: Parks and Recreation, Transportation and Public Works and Planning and Development, staff provides the following information relative to the proposed amendments in Table 1 of this report:

b) Temporary signs to be permitted in the right-of-way:

In the staff report dated January 5, 2021, staff recommended a set of placement rules that would allow temporary signs to be placed in the right of way under the new Business Licence model. These criteria were purposely conservative, as they would be expected to apply to an almost endless number of possible right of way configurations and road alignments. Under the Business Licence model, staff will not be reviewing proposed sign placements in advance, therefore the criteria must be designed to provide confidence that the signs will not interfere with any safety or operational requirements. To that end, staff recommended the criteria for sign placement to be prescribed as *4.0m from the face of a curb or 6.5m from the edge of the asphalt (where there is no curb), and 1.5m from the back of a sidewalk or the edge of the ditch; whichever is greater.*

The proposed amendments in Table 1 would see the sign placement be reduced to 0.3m from the back of sidewalk or the edge of the ditch; allowing the signs to be placed 1.2m closer to the sidewalk or ditch than staff’s original recommendation. Staff do not recommend reducing the clearance setback for the following reasons:

- Signs placed closer than 1.0m to a sidewalk would create challenges for snow clearing operations and would increase the risk of damage to the signs.
- Signs placed closer than 1.5m to the edge of a ditch could lead to undermining the sign and potentially causing damage. Placing signs closer than 1.5m to a ditch may lead to operations not being able to properly profile the ditch during regular maintenance.
- Signs could be placed in area that are critical for sight lines for pedestrians and motorists.



Photo 1 - Mobile sign at 6034 Lady Hammond Road on August 25, 2021

Photo 1 (above) is an example of a sign that was placed in accordance with the current placement criteria. It would also conform with the placement criteria proposed by staff. If the setbacks were modified so that the signs could go as close as 0.3m (1ft) from the sidewalk, the sign could be placed on the sodded area immediately behind the sidewalk. As there are no separation requirements between the sign and the driveway, the sign could very easily be placed in a position that would completely block the sightline between motorists and pedestrians at this exit, but still satisfy the placement criteria.

Another way to visualize the sight line requirements is illustrated on Figures 1 & 2 (right). These figures – used with permission from the City of Guelph – were borrowed from the municipality’s webpage giving guidance to residents about where not to plant vegetation; but the concept is the same. The City of Guelph does not want vegetation in the sightline triangle. It is recognized that in the case without sidewalk, items that block sightlines (like vegetation... or signs) can be placed closer to the curb than in places where there are sidewalks. This is because where there are sidewalks, sightlines to pedestrians are just as important as sightlines to vehicles on the road. The placement criteria recommended by staff achieves this same goal, albeit across the entire frontage and not just in triangle.

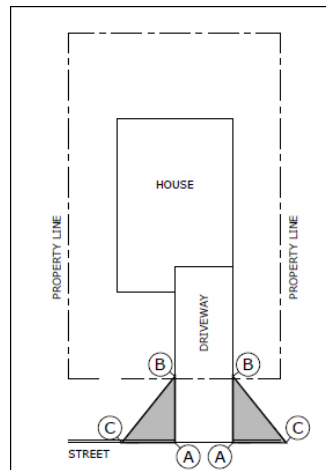


Figure 1 - Sightline without sidewalk (City of Guelph)

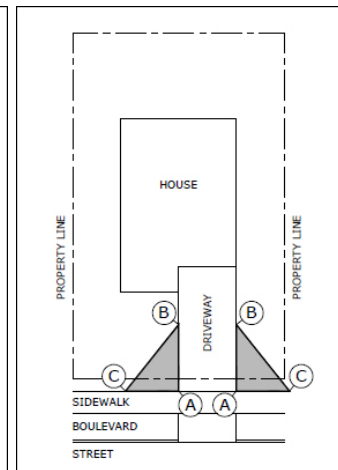


Figure 2 - Sightline with sidewalk (City of Guelph)

Although not recommended by staff, an alternative would be to add additional measurements to the placement criteria to allow signs to be placed slightly closer to sidewalks, provided the sightline triangles can be protected. Having already established that 1.0m clear is the minimum setback required from the sidewalk for operational reasons, alternative placement criteria could be:

For areas with curbs:

- 4.0m from the face of a curb, and 1.0m from the back of a sidewalk; whichever is greater.
- **Where the sign is placed more than 1.0m and less than 1.5m from the back of the sidewalk, the sign must also be at least 5.0m from any driveway access, and at least 9.0m from any intersection.**

For areas without curbs:

- *6.5m from edge of asphalt, and 1.5m from the edge of the ditch, whichever is greater.*

The alternative placement criteria are not recommended because it adds additional measurements that must be considered when locating a sign. The recommended placement criteria were purposely designed to include as few measurements as possible, ensuring the criteria were easily understood and applied. Simple and clear rules for placement has been a constant theme through the on-going consultations with industry.

Staff do not recommend adopting the reduced clearance per Table 1. It is recommended that the original criteria be approved for any signs being placed under the Business Licence (without staff review) process. Should an applicant wish to place a sign with less clearance, they would be required to submit an application for an individual licence (according to the current practice) and indicate the desired setback. Staff would review this request to ensure there are no safety or operational concerns with the proposed location before a licence is approved.

c) Box Signs:

Currently, By-law S-801 defines a Box Sign as “a sign that has a wooden box-shaped base with an enclosed weighted system, a double-sided sign and a decorative header above the sign face” (Photo 2). Many box signs are constructed in a design that is not temporary and are made of plastic and/or metal material (Photo 3).



Photo 2: Wooden box sign

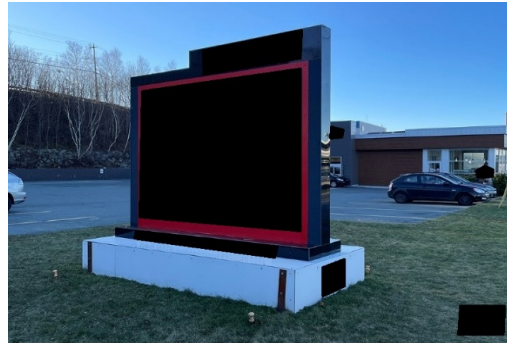


Photo 3: Box sign made of plastic and/or metal

Staff’s original recommendation was to transition Box Signs to be classified as permanent signs, as the constructed design is not temporary, the signs cannot be removed without being deconstructed and their licenses are being renewed annually causing them to function as permanent signs. Regional Council requested in Table 1 of this report, that Box Signs continue to be treated as temporary signs and remain within By-law S-801.

The concerns surrounding the request to move Box Signs out of the Temporary Sign By-law and classify them as permanent signs, were that the options available to businesses would be limited and they would be unable to advertise upcoming events.

In response to the report dated January 5, 2021, 11 business owners submitted correspondence outlining their concerns to Regional Council. The 11 businesses are regulated under Land Use By-laws (LUBs) and are in areas that are permitted to have one or more permanent sign (ground, fascia, projecting, or freestanding sign), all of which are dependent on the LUB and where they are located within the Municipality.

If a business would like to use a Box Sign to advertise, it would need a permit for a permanent sign instead of a temporary sign license. Table 2 compares the fees of a temporary sign license for a Box Sign to the

cost of a permanent sign. Moving Box Signs to a permanent sign would be cost effective for the business applying for the sign. An application for a permanent sign must be accompanied by an engineered drawing. The same drawing may be used for multiple applications if the construction of the sign is the same while a unique drawing is only required for a sign that differs in construction.

Table 2: Cost of a temporary or permanent box sign

Temporary Sign License (Box sign)	\$ 100.00 per license per year
Permanent Sign	\$200.00 (one-time application fee)

Businesses were concerned that if the Box Sign is considered a permanent sign, they would not be permitted to have a second sign under the requirements of the applicable Land Use By-law for their business location. There are 22 Land Use By-laws, 12 of which do not speak to the number of permanent ground signs permitted.

The following Land Use By-laws⁴ do not restrict the number of ground signs, however, there are requirements for sign placement/location, sign face and height that vary among the by-laws.

1. Planning District 5 (Chebucto Peninsula)
2. Eastern Passage/Cow Bay
3. Eastern Shore (East)
4. Eastern Shore (West)
5. Halifax Peninsula
6. Planning Districts 8 & 9 (Lake Echo/Porters Lake)
7. Lawrencetown
8. Musquodoboit Valley/Dutch Settlement
9. Planning District 4 (Prospect)
10. Regional Centre Plan Area
11. Sackville
12. Timberlea/Lakeside/Beechville

The remaining 10 Land Use By-laws have varying restrictions on the number of ground signs permitted:

1. Beaver Bank, Hammonds Plains and Upper Sackville
2. Bedford
3. Cole Harbour/Westphal
4. Dartmouth
5. Downtown Dartmouth
6. Downtown Halifax
7. North Preston/ Lake Major/ Lake Loon/ Cherry Brook/ East Preston
8. Sackville Drive
9. Planning Districts 14 & 17 (Shubenacadie Lakes)
10. Planning Districts 1 & 3 (St. Margaret's Bay)

The Dartmouth, Downtown Dartmouth, and Downtown Halifax by-laws will be replaced when Regional Centre Land Use By-law (Package B) is adopted. In the proposed Package B LUB, ground signs will be permitted in all higher density, institutional, park and industrial zones, subject to limitations on height (4.6m), and without limits on the number of ground signs per lot. Within the Downtown Halifax (DH) Zone, ground signs will continue to be prohibited, with the exception of the Halifax Waterfront (HW) Special Area. Established Residential zones will also permit ground signs associated with home occupations and other accessory uses with limits on the number of signs per lot, lower height limits (1.2m) and other design controls.

⁴ Halifax Regional Municipality Land Use By-laws are available on Halifax.ca [here](#)

In cases where a business is unable to have one or more permanent sign(s), there may still be the option for the business to advertise with a temporary sign which could include mobile signs, banners, sandwich boards, inflatable signs, electronic variable messaging mobile signs or light standard signs.

Staff advise that the current practice of Box Signs being renewed in perpetuity causes them to function as permanent signs, and such signs are intended to be regulated by the various land use by-laws. If the intent is to allow a greater number of permanent signs, then the land use by-laws should be amended accordingly rather than allowing Box Signs to remain permanently through licensing as temporary signs under the Temporary Sign By-law. As such, staff continue to recommend that Box Signs be transitioned to be classified as permanent signs.

d) Mobile Signs and Inflatables:

Currently, By-law S-801 allows for a mobile sign (Photo 4) or inflatable sign (Photo 5) license for a period not exceeding one year and must be a minimum distance of 30.5m (100ft) from any other mobile or box sign.



Photo 4: Mobile Sign



Photo 5: Inflatable Sign

Table 3 shows a jurisdictional scan that was completed of 9 Canadian cities. The average duration time for a temporary sign was 90 consecutive days with the sign being removed for a minimum of 30 days between licenses.

Table 3: Jurisdictional Scan

Location	Temporary Sign Type	Temporary Sign Duration Time
Calgary	<ol style="list-style-type: none"> 1. Mobile Community Signs 2. Flag Sign 3. Inflatable Sign 	<ol style="list-style-type: none"> 1. Not more than fourteen consecutive days 2. Maximum of 90 days in a calendar year 3. Maximum of 30 days
Edmonton	Sandwich Board in the right of way	365 Days
Saskatoon	Portable Signs	Not more than 90 consecutive days, once removed from site, no sign may be located on that site for at least 30 days
Winnipeg	<ol style="list-style-type: none"> 1. Flags, Banners and Inflatable signs 2. Mobile Signs 	<ol style="list-style-type: none"> 1. For a period not exceeding 14 consecutive days. 1 mobile sign in this category may be located or erected for not more than two 14-day periods during each calendar year 2. For a period not exceeding 90 consecutive days. 1 mobile sign in this category may be located or erected for

		not more than three 90-day periods during each calendar year
Toronto	<ol style="list-style-type: none"> 1. A-frame signs (sandwich board) 2. New development signs 3. Mobile signs 4. Portable signs (T-frame Signs) 	<ol style="list-style-type: none"> 1. Annual license, A-frame sign may only be displayed during business operating hours 2. Sign must be removed once development has completed construction 3. 30 day maximum per permit. Maximum of 3 permits per year for a business and a minimum of 30 days between permits 4. Annual license with option to renew for the same term
Montreal	Banner-type signs, flags, temporary posters, and portable signs	These signs are prohibited in the borough, with one exception: temporary signs may be used without a permit for 90 consecutive days to advertise the opening of a building of business
Moncton, New Brunswick	A-Board Signs, Mobile Signs and Inflatable Signs	A permit issued for a sign expires on March 31 st of the year following the year it was issued
St. John's, Newfoundland and Labrador	Mobile Signs	A permit issued for a mobile sign shall expire 6 months from the date of issue
Vancouver	Temporary signs for community events, signs for buying or selling of products or an opening of a business and sandwich boards	<p>A sign permit is not required for a temporary sign that</p> <p>(a) advertises community events, campaigns held or sponsored by a charitable or community organization, or events associated with a <i>cultural, institutional or recreational use</i>, and:</p> <ol style="list-style-type: none"> (i) is limited to one sign on a site, (ii) is erected no more than 45 days in advance of an event or campaign, (iii) is removed no more than 7 days after the conclusion of the event or campaign, <p>(b) Promotes the buying and selling of products or services or announces the opening of a business and:</p> <ol style="list-style-type: none"> (i) is limited to one sign on premises, (ii) has a sign area no greater than 2.5m², and (iii) may be displayed for no more than sixty days in a calendar year <p>Sandwich boards are permitted in the Right of Way during business hours</p>

Staff originally recommended in the report dated January 5, 2021, that a license period for a mobile or inflatable sign be a maximum of 90 consecutive days with a removal period of at least 30 days before being re-erected. Regional Council has requested that there be no 30-day downtime. To incorporate feedback from industry that removing the signs for 30 days is not ideal, staff recommends amending the license

period for a mobile or inflatable sign for a period of 90 consecutive days and not more than three 90-day periods during each calendar year. This is comparable to other jurisdictions as shown above in Table 3 and will allow for seasonal businesses such a garden centre to advertise.

g) Municipal Property (including parks):

Currently, By-law S-801 only allows for a sign to be placed on Municipal property if it is a sign for a community event and limits the duration of these signs to no more than 60 days although the current practice permits the temporary signs to be licensed for a period not exceeding 10 days from June – September and 14 days the other months. The By-law defines a Community Event as:

- (f) “Community Event” means any of the following:
- (i) not for profit events,
 - (ii) public information meetings,
 - (iii) festivals,
 - (iv) performances,
 - (v) sport activities,
 - (vi) religious events, or
 - (vii) cultural events.

Currently, the By-law does not allow for businesses located within Municipal properties (i.e. arenas or recreation centres) to advertise their business with temporary signs. The report dated January 5, 2021, recommended that businesses that lease permanent or temporary space (special sales events) on/in municipal property be permitted to have a temporary sign licensed, one at a time, for a period not exceeding 10 days from June – September and 14 days for the other months.

Many of the businesses within Municipal properties currently have the opportunity to advertise their business on the permanent sign outside of the facility and the public is aware they are located within the building. The foot traffic from Recreation programs provides additional revenue opportunities for the businesses.

The amendment from Table 1 of this report requested that businesses be able to advertise past the 10 or 14-day license period to provide them with additional advertising time similar to a business outside of a Municipal property. Feedback from facility general managers is that they see a need for longer advertisements and suggest extending the license period for a temporary sign on Municipal properties to 21 days.

Staff recommend keeping the original amendment of temporary signs licensed on Municipal property (park land) for a period not exceeding 10 days from June – September and 14 days for the other months. Staff recommend extending the licensed period for a temporary sign on Municipal properties (recreation centres, arenas, etc.) to 21 days as this will accommodate those who lease permanent or temporary space and provide an opportunity to advertise events and sales. Individual applications and written permission from the facility general manager will be required will be required for each license on Municipal Property and will be reviewed by staff.

Summary

On February 9, 2021, Regional Council requested the matter be deferred pending a supplementary report that addresses items b, c, d, and g, as outlined in Table 1 above. Subsequently, staff consulted with internal and external stakeholders to revisit these four items.

Staff do not recommend changing the following:

- b) Temporary Signs be permitted in the right of way with a set back of *4.0m from the face of a curb or 6.5m from the edge of the asphalt (where there is no curb), and 1.5m from the back of a sidewalk or the edge of the ditch; whichever is greater;*

c) Transition Box Signs out of the Temporary Sign By-law to be classified as permanent signs;

Staff recommend changing the following:

d) A license for a mobile or inflatable sign for a period of 90 consecutive days and not more than three 90-day periods during each calendar year; this recommendation removes the original requirement of a 30-day downtime.

g) A license for a temporary sign on Municipal property (park land) for a period not exceeding 10 days from June – September and 14 days for the other months and a license for a temporary sign on Municipal properties (recreation centres, arenas, etc.) up to 21 days; this recommendation adds an extension of the license period for temporary signs on Municipal properties (recreation centres, arenas, etc.)

In conclusion, staff are seeking direction to draft amendments to By-law S-801 and Administrative Order 15, as set out in the “Updated Amendments – September 1, 2021 Report” column of Attachment A of this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report. The proposed new fee structure is expected to generate revenues similar to the current levels. The amendments to By-law S-801 and Administrative Order 15, as well as the described process improvements, can be accommodated within the current operating budget for Planning & Development. No changes to by-law enforcement efforts are expected to be required.

Moving Box Signs to a permanent sign may result in cost savings for the business applying for the sign.

Staff have conducted a Business Impact Assessment (BIA) to evaluate impacts to firms from any changes. Using the BIA and associated statistical analysis, firms may see modest savings from these amendments through less labour hours devoted to compliance for firms in the temporary sign industry.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this report. The risk is considered low.

COMMUNITY ENGAGEMENT

Staff met with industry stakeholders and this feedback is reflected in the February 9, 2021 Regional Council report. Staff consulted with internal stakeholders which included Parks and Recreation, Transportation and Public Works, and Planning and Development.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications associated with the recommendations of this report.

ALTERNATIVES

Regional Council may:

1. Defeat the motion to amend By-law S-801, *Respecting Licensing of Temporary Signs* and Administrative Order 15, *Respecting License, Permit and Processing Fees* as set out in the “Updated Amendments – September 1, 2021 Report” column of Attachment A of this report. This will result in the status quo.
2. Direct the Chief Administrative Officer to prepare amendments to By-law S-801, *Respecting Licensing of Temporary Signs* and Administrative Order 15, *Respecting License, Permit and Processing Fees* that are different from those recommended in this report. If this option is selected, staff request direction concerning the nature of any the proposed changes so staff can draft them for Council’s consideration. Potential amendments Council may consider include:
 - a. Change the setback of 4.5m from the face of the curb or 6.5m from the edge of the asphalt (where there is no curb), and 1.0m from the back of the sidewalk or the edge of the ditch; whichever is greater;
 - b. Keep Box Signs as a temporary sign but treat them as mobile signs and require the same license period as a mobile sign; and

If Alternative 2 is selected, the main motion would need to be read as follows:

It is recommended that Halifax Regional Council direct the Chief Administrative Officer to draft amendments to By-law S-801, *Respecting Licensing of Temporary Signs* and Administrative Order 15, *License, Permits and Processing Fees*, as set out in the Updated Amendments – September 1, 2021 Report column of Attachment A of this report, with the following amendments:

1. Item B of Attachment A is amended as set out in the column “Requested Updated Amendments – February 9, 2021 Halifax Regional Council Meeting”;
2. Item C of Attachment A is amended to treat box sign as mobile signs, and require that box signs have the same license period and timeframes as a mobile sign; and

ATTACHMENTS

Attachment A: Staff Proposed Amendments – September 1, 2021 Report

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Hilary Hayes, Supervisor, Licensing 902.490.2550

Proposed Amendments – September 1, 2021 Report

Proposed Amendments – January 25, 2019 Report	Stakeholder Feedback – January 5, 2021 Report	Updated Proposed Amendment – January 5, 2021 Report	Requested Updated Amendments – February 9, 2021 Halifax Regional Council Meeting	Updated Amendments – September 1, 2021 Report
<p>a) An annual business license for sign companies with an annual license fee per each sign, with the option to purchase additional licenses if required, subject to the following requirements/provisions:</p> <ul style="list-style-type: none"> i. that licensed sign companies be permitted to place signs with the expectation of compliance without requiring permission letters from property owners, and without individual application submission or review; ii. that should a sign company exceed six violations per year the license could be revoked, and the sign company would be required to submit individual sign applications for review and approval; 	<p>Agree with proposed amendment. Requesting the removal of the property owner permission letter for individual applications.</p>	<p>Original amendment recommended by staff with the removal of the property owner permission letter for individual applications.</p>	<p>No amendment requested</p>	<p>Original amendment recommended by staff with the removal of the property owner permission letter for individual applications.</p>

Proposed Amendments – January 25, 2019 Report	Stakeholder Feedback – January 5, 2021 Report	Updated Proposed Amendment – January 5, 2021 Report	Requested Updated Amendments – February 9, 2021 Halifax Regional Council Meeting	Updated Amendments – September 1, 2021 Report
<p>b) Temporary Signs permitted within the public street and must have a setback of 4.0m from the face of the curb or 6.5m from the edge of the asphalt (where there is no curb), and 1.5m from the back of the sidewalk or the edge of the ditch; whichever is greater. On corner lots, these measurements must be respected from both roadways. Proof of indemnity insurance will be required;</p>	<p>Remove the 1.5m from the back of the sidewalk or the edge of the ditch or 4.5m from the curb and only use the 4.0m and 6.5m measurement.</p>	<p>Original amendment recommended by staff.</p>	<p>b) Temporary Signs permitted within the public street and must have a setback of 4.5m from the face of the curb or 6.5m from the edge of the asphalt (where there is no curb), and 0.3m from the back of the sidewalk or the edge of the ditch; whichever is greater. On corner lots, these measurements must be respected from both roadways. Proof of indemnity insurance will be required;</p>	<p>Original amendment recommended by staff with the addition of an individual application required for those applications that would like to place a sign with less clearance which would be reviewed by staff.</p>
<p>c) Repeal of “Box Signs” from Temporary Sign By-law;</p>	<p>Box signs have a nicer appearance, are less expensive for the customer and don’t require engineered stamps as a permanent sign would.</p>	<p>Original amendment recommended by staff.</p>	<p>c) continue to treat the “Box Signs” as mobile signs</p>	<p>Original amendment recommended by staff.</p>
<p>d) A license period for “Mobile Signs” and “Inflatables” of not more than 90 consecutive days. The sign shall be removed after expiry or cancellation for a period of at least 30 days;</p>	<p>Many customers want these signs up for a longer period of time. Extending the approved erected time is suggested.</p>	<p>Original amendment recommended by staff.</p>	<p>d) no downtime required</p>	<p>Staff recommends amending the license period for a mobile or inflatable sign for a period of 90 consecutive days and not more than three 90-day periods during each calendar year.</p>

Proposed Amendments – January 25, 2019 Report	Stakeholder Feedback – January 5, 2021 Report	Updated Proposed Amendment – January 5, 2021 Report	Requested Updated Amendments – February 9, 2021 Halifax Regional Council Meeting	Updated Amendments – September 1, 2021 Report
e) Variable Messaging Mobile Signs (VMMS) should be added as a sub section to Mobile Signs with the provisions: limit one per property and only illuminate when business is open;	Variable Messaging signs should be allowed to stay illuminated even if the business is not open.	Original amendment recommended by staff with the change that signs may be illuminated when business is closed.	No amendment requested	Original amendment recommended by staff with the change that signs may be illuminated when business is closed.
f) Free Standing Signs will not require a license but will be restricted to a maximum of 5 per property;	Recommend up to 10 signs/property depending on the property size. For special, short term event unlimited signs on a property for up to 14 days.	Original amendment recommended by staff as the business licence would cover the maximum of 5 signs per property. If the applicant would like more than 5 signs, an individual application and additional review by HRM staff will be required. For a special, short term event unlimited sign may be erected for up to 14 days.	No amendment requested	Original amendment recommended by staff as the business licence would cover the maximum of 5 signs per property. If the applicant would like more than 5 signs, an individual application and additional review by HRM staff will be required. For a special, short term event unlimited sign may be erected for up to 14 days.

Proposed Amendments – January 25, 2019 Report	Stakeholder Feedback – January 5, 2021 Report	Updated Proposed Amendment – January 5, 2021 Report	Requested Updated Amendments – February 9, 2021 Halifax Regional Council Meeting	Updated Amendments – September 1, 2021 Report
<p>g) In addition to community event signs, mobile signs for businesses that lease permanent space and businesses that lease temporary space (special sales events) on/in municipal property be permitted, one at a time, for a period not exceeding 10 days from June – September and 14 days for the other months. Written permission from the facility general manager will be required with each application.</p>	<p>Allow businesses who lease space within Municipal Property to advertise their business on a sign.</p>	<p>Original amendment recommended. In addition to community event signs, mobile signs for businesses that lease permanent space and businesses that lease temporary space (special sales events) on/in municipal property be permitted, one at a time, for a period not exceeding 10 days from June – September and 14 days for the other months.</p>	<p>g) leave 10 days only for HRM Parks. HRM properties such as arenas, rec centres etc. treated like any other property</p>	<p>Temporary signs on Municipal Property (park land) will be permitted one at a time, for a period not exceeding 10 days from June – September and 14 days for the other months.</p> <p>Temporary signs on Municipal Property (Arenas, Recreation Facilities, etc.) will be permitted for 21 days and will require written permission from the facility general manager.</p> <p>Each sign license will require an individual application.</p>
<p>h) Waiving of temporary sign fees for schools and churches;</p>	<p>Stakeholders agree with amendment.</p>	<p>Original amendment recommended</p>	<p>No amendment requested</p>	<p>Original amendment recommended</p>
<p>i) Short Term Events signs will be allowed for up to 10 days;</p>	<p>Stakeholders agree with amendment.</p>	<p>Original amendment recommended</p>	<p>No amendment requested</p>	<p>Original amendment recommended</p>
<p>j) Addition of a provision that takes into consideration review and licensing for new types of temporary signs that do not fit in the by-law currently;</p>	<p>Stakeholders agree with amendment.</p>	<p>Original amendment recommended</p>	<p>No amendment requested</p>	<p>Original amendment recommended</p>

Proposed Amendments – January 25, 2019 Report	Proposed Amendments – January 25, 2019 Report	Updated Proposed Amendment – January 5, 2021 Report	Requested Updated Amendments – February 9, 2021 Halifax Regional Council Meeting	Updated Amendments – September 1, 2021 Report
k) Light Standard or Pole Signs shall not exceed 2.79m (30 square feet) and will remain unlicensed; and	Requested to enlarge sizing to reflect largest size sign.	Light Standard or Pole Signs shall not exceed 3.90m (42 square feet) and will remain unlicensed	No amendment requested	Light Standard or Pole Signs shall not exceed 3.90m (42 square feet) and will remain unlicensed
l) Mobile Sign exception for Bedford to apply to the Bedford Highway only. The current legislation applies to the commercial and industrial zones within the boundaries of the Bedford Municipality Planning Strategy.	Stakeholders agree and have requested map to outline boundary.	Original amendment recommended with the inclusion of map outlining the boundary.	No amendment requested	Original amendment recommended with the inclusion of map outlining the boundary.
m) A Sign License for a Multiple Resident Sign may be issued for a period of sixty (60) days twice per year provided that: i) It is for an apartment building containing more than 50 units	Stakeholders suggest that multiple resident signs follow the same rules of box signs and mobile signs, as long as they are 50 units or more.	A sign License for a Multiple Resident Sign may be issued for a period of 60 days; the sign shall be removed after expiry or cancellation for a period of at least 30 days.	No amendment requested	A sign License for a Multiple Resident Sign may be issued for a period of 60 days; the sign shall be removed after expiry or cancellation for a period of at least 30 days.
n) A license for a Banner may be issued provided that: i) such sign shall not be placed for a period exceeding 30 consecutive calendar days;	Stakeholders suggest permitting banners for more than 30 consecutive calendar days at a time.	Such sign shall not be placed for a period exceeding 90 consecutive calendar days. No more than one license will be issued within a 30-day period.	No amendment requested	Such sign shall not be placed for a period exceeding 90 consecutive calendar days. No more than one license will be issued within a 30-day period. Such sign shall not exceed a

	Also request increasing the building coverage percentage from ten to twenty percent.	Such sign shall not exceed a maximum of ten percent coverage of the building way.		maximum of ten percent coverage of the building way.
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