

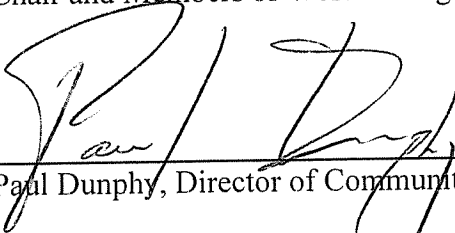


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Western Region Community Council  
April 28, 2008

Item 10.1

**TO:** Chair and Members of Western Region Community Council

**SUBMITTED BY:**   
Paul Dunphy, Director of Community Development

**DATE:** April 7, 2008

**SUBJECT:** Case 01110: Amendment to Sign Requirements - Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law

**ORIGIN**

Application by Terrain Group Inc, on behalf of Canadian Tire Corporation (CTC), to amend the sign requirements of the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law.

**RECOMMENDATION**

It is recommended that Western Region Community Council:

1. Give First Reading of the proposed amendments to the sign requirements of the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law as contained in Attachment "A" and schedule a public hearing;
2. Approve the proposed amendments to the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law as contained in Attachment "A" of this report.

## **BACKGROUND**

A development permit has been issued for a Canadian Tire Corporation (CTC) store at 5152 St. Margarets Bay Road in Tantallon. Terrain Group Inc, on behalf of CTC, have made application to amend the Land Use By-law requirements for facial signage to accommodate the signs for the proposed commercial building.

Under the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law, facial signs are permitted to a maximum size of one square foot for each lineal foot of building wall, not to exceed one hundred square feet. Ground signs are permitted to a maximum of twenty five feet in height, and twenty five square feet on a single face. There are no limits on the number of signs permitted. (Attachment "B" - Excerpts from Land Use By-law)

Staff are recommending that the requirements for facial signs be amended to permit signs to a maximum size of one square foot for each lineal foot of building wall, or 10% of the area of the wall, which ever is greater. Staff are also recommending that the Land Use By-law be amended to permit no more than one ground sign on any property.

## **DISCUSSION**

### **Municipal Planning Strategy Policies**

The Planning Districts 1 & 3 (St. Margarets Bay) Municipal Planning Strategy (MPS) does not contain policy specific to commercial signage. Therefore, any change to the sign requirements for Planning Districts 1 & 3 (St. Margarets Bay) is at the sole discretion of Community Council.

### **Facial Signs**

The existing facial sign requirements are based on the lineal dimension of the building, establishing a proportionality of sign area to building wall. However, this proportionality only exists for smaller buildings. Buildings longer than one hundred feet are limited to one hundred square feet of facial signs regardless of the size of the building.

The applicant originally requested that facial signs be permitted to a maximum of 10% of the area of the wall to which they are attached. The use of a percentage of wall area to limit the size of facial signs maintains proportionality in all sized buildings, and is a method employed in many land use by-laws throughout HRM. Staff are recommending that the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law be amended to permit facial signs to a maximum of one square foot for each lineal foot of building wall, or 10% of the area of the wall, which ever is greater. Maintaining consistency with the existing wording of the land use by-law, as well as allowing signs to be measured as a percentage of building wall, ensures there will be no inadvertent reduction in the maximum size of facial signs for existing signs currently in compliance.

For the majority of businesses throughout St. Margarets Bay, many of which are located in small to moderate sized buildings, there will be little, if any, change to the permitted size of facial signs. Although the amendment will allow for increased signage on larger commercial buildings, staff feel that the visual impact will be minimal as signs will be at a scale relative to the building size.

Following the Public Information Meeting, the applicant made modifications to the proposed building design, reducing the size of the building footprint from approximately 60,000 square feet to approximately 36,000 square feet. As a result, they have revised their application to request that facial signs be permitted to a maximum of 6% of the area of the wall to which they are affixed. Staff feel that although 6% would accommodate the needs of the applicant, 10% remains a reasonable request and is more consistent with current practice elsewhere. As noted in the Alternatives section of this report, Council may choose to amend the Land Use By-law to permit facial signs to a maximum of 6% of the area of the building wall.

The applicant has also proposed that to decrease the visual impact of signs, the maximum size of any one facial sign be limited to 2% of the building wall to which it is attached. Although staff generally agree that a number of smaller signs on a building are more visually appealing than one large sign, this provision would create undue limitations on existing small commercial buildings with one primary sign, and is not recommended.

### **Ground Signs**

The applicant originally requested an amendment to increase the maximum size of ground signs from twenty five square feet on a single face to fifty square feet. Due to concerns raised by residents at the Public Information Meeting, the applicant has removed this component from the application, and intends to erect a ground sign that conforms with the current requirements.

As a result of discussions with the applicant, and responses from residents concerned about the proliferation of ground signs in the community, staff are recommending that the Land Use By-law be amended to limit ground signs to no more than one per lot. This will ensure that the number of ground signs related to future development is generally consistent with the existing practices in St. Margarets Bay.

### **Public Information Meeting**

A Public Information Meeting for this application was held on February 14, 2008. Minutes of this meeting are provided as Attachment "C" of this report. It should be noted that approximately 100 people were in attendance at the Public Information Meeting, and staff received approximately 40 responses via email and telephone following the meeting. A number of concerns were raised which are addressed as follows:

**a) Illumination**

Residents have expressed concern about illumination associated with signage, and have requested that specific amendments be included regarding illumination. The *Municipal Government Act* gives municipalities the ability to regulate, require, or prohibit outdoor lighting through their land use by-laws where the MPS permits. As there is currently no enabling policy in the MPS to address illumination, a plan amendment would be required prior to amending the Land Use By-law, and staff are unable to address the issue under the current application.

In October 2007, Regional Council initiated a process to consider amending all Municipal Planning Strategies (with the exception of the Bedford and Downtown Dartmouth MPS) to create policy that enables the respective Land Use By-laws to regulate commercial outdoor lighting (Case 00886). Regional Council adopted a public participation program for this application which includes public meetings and a public hearing. An amendment to the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law to address illumination is contingent on the outcome of that application. Residents who have concerns about commercial lighting are encouraged to attend the upcoming meetings which will be advertised in the newspaper and posted on the HRM website.

In an effort to reduce the impact of illuminated signage on the site, CTC has made some commitments relating to lighting. They have indicated that LED lights (as opposed to neon lights) will be used in all illuminated signs, white areas surrounding logos on the ground sign will not be illuminated, deflection mechanisms will be incorporated into lighting design, facial lights will be turned off an hour after closing, and parking lot lights will be dimmed an hour after closing. HRM has no ability to enforce these provisions under the Land Use By-law, and it should be noted that although CTC has made these accommodations, HRM currently has no ability to request similar concessions from future developments in the area.

**b) Site Specific Amendments**

There has been some discussion about the impact of larger signs throughout St. Margarets Bay, particularly in the more rural communities, and requests that amendments be site specific. As there are no unique site characteristics to justify a site specific amendment, it is not recommended. The overall impact of the recommended amendments throughout the region is thought to be minimal, as there are no proposed increases to the size of ground signs, and increases to facial signs will be proportional to building size.

**c) Community Development**

Many residents who attended the Public Information Meeting or have submitted comments have concerns about the development of the community that are beyond the scope of this application. Comments have focussed on protecting the rural characteristics of the community, potentially through limitations on the type of commercial development, building size, design, architecture, landscaping, etc. The proposed CTC site, and much of the surrounding community, is zoned MU-2 (Mixed Use Zone). The Land Use By-law permits a variety of uses in this zone, with

relatively few design limitations. As the proposed commercial development is permitted as of right, HRM has no ability to place limitations on the development outside of what is currently regulated under the land use by-law.

An information report was requested by Western Region Community Council on March 31, 2008, to explore alternatives to address urban design guidelines in this area. As the current application pertains only to signs, the larger design issues must be dealt with separately, as per the information report.

### **Conclusion**

To maintain the proportionality of facial signs to building size, staff are recommending that Council permit facial signs to a maximum size of one square foot for each lineal foot of building wall, or 10% of the building wall, which ever is greater. Staff are also recommending that ground signs be limited to one per lot.

### **Public Hearing Area of Notification**

Should Community Council decide to hold a public hearing, in addition to published newspaper advertisements, property owners who attended the Public Information Meeting will receive written notification. Due to the anticipated attendance at the public hearing, staff recommend that Council hold the public hearing in a facility that will accommodate a large number of residents.

### **BUDGET IMPLICATIONS**

None. The costs to process this application are covered under the C310 operating budget.

### **FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

### **ALTERNATIVES**

1. Council may choose to approve the proposed amendments to the Land Use By-law as contained in Attachment "A". This is the recommended course of action.
2. Council may choose to approve the proposed amendments to the Land Use By-law as contained in Attachment "A" to allow facial signs to be a maximum of 6% of the building wall by replacing the words "ten percent (10%)" with the words "six percent (6%)".

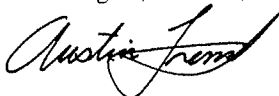
3. Council may choose to alter the proposed amendments to the Land Use By-law. This may necessitate further report(s). In the event revisions are requested an additional public hearing may be required.
4. Council may choose to refuse the proposed amendments to the Land Use By-law.

**ATTACHMENTS**

Attachment "A"	Amendments to the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law
Attachment "B"	Excerpts from the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law
Attachment "C"	Minutes from the February 14, 2008, Public Information Meeting
Attachment "D"	Public Submissions

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.html> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by : Patricia Hughes, Planner I, 490-1948



Report Approved by: Austin French, Manager of Planning Services, 490-6717

**Attachment A**  
**Amendments to the Land Use By-law for Planning Districts 1 & 3 (St. Margarets Bay)**

BE IT ENACTED by the Western Region Community Council of the Halifax Regional Municipality that the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law, is further amended as follows:

1. By adding the following new clause following 5.7 of Part 5:

**5.7A No more than one (1) ground sign shall be permitted on any lot.**

2. By replacing Subsection 5.8 of Part 5 with the following:

**5.8 FACIAL WALL SIGNS**

**Facial wall signs shall have an aggregate area not exceeding one square foot for each lineal foot of wall to which they are attached, or ten percent (10%) of the wall area to which they are attached, which ever is greatest.**

I HEREBY CERTIFY that the amendment to the Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law as set out above, was passed by a majority vote of the Western Region Community Council of the Halifax Regional Municipality at a meeting held on the \_\_\_\_ day of \_\_\_\_\_, 2008

GIVEN under the hands of the Municipal Clerk and under the Corporate Seal of the Halifax Regional Municipality this \_\_\_ day of \_\_\_\_\_, 2008

\_\_\_\_\_  
Julia Horncastle  
Acting Municipal Clerk

**Attachment B**  
**Excerpts from Planning Districts 1 & 3 (St. Margarets Bay) Land Use By-law**

PART 5: SIGNS

5.7 GROUND SIGNS

No ground sign shall:

- (a) extend beyond a property line or project over a public right-of-way, daylighting triangle, or lot line;
- (b) be less than ten (10) feet (3 m) from any street line or abutting lot line;
- (c) exceed in height of twenty-five (25) feet (7.6 m); and
- (d) exceed twenty-five (25) square feet (2.3 m<sup>2</sup>) of sign area on a single face on fifty (50) square feet (4.6 m<sup>2</sup>) of sign area for both faces combined.

5.8 FACIAL WALL SIGNS

No facial wall sign shall cover more than one (1) square foot (0.1 m<sup>2</sup>) per linear foot of the wall to which the sign is attached. In no case, however, shall the total area of the facial wall sign for any business premises exceed one hundred (100) square feet (9.3 m<sup>2</sup>).



**Attachment C  
Public Information Meeting  
Case 01110  
February 14, 2008**

In attendance: Councillor Meade  
Patricia Hughes, Planner, Planning Applications  
Brian White, Planner, Planning Applications  
Gail Harnish, Planning Services  
Andrew Faulkner, Development Officer  
Nick Pryce, Terrain Group Inc

**Opening remarks, introductions, purpose of the meeting**

**Ms. Patricia Hughes** called the public information meeting (PIM) to order at approximately 7:00 p.m. at the Tantallon Public Library. We are here for a PIM regarding an application by the Terrain Group to amend the Land Use By-law (LUB) for Planning Districts 1 & 3 (St. Margarets Bay) relating to signage.

**Overview of planning process**

Ms. Hughes provided an overview of the planning process:

- an application has been received
- staff did a preliminary review of the application
- we are now at the PIM. The point of tonight's meeting is to exchange information.
- staff will do a detailed review of the application
- staff will prepare a report, which includes a recommendation, which is tabled with Western Region Community Council
- Community Council will either reject the application or set a date for the public hearing
- if Community Council decides to proceed, they will hold a public hearing
- Community Council will make a decision
- there is an appeal process

Ms. Hughes advised the proposal is to amend the LUB for the St. Margarets Bay plan area. For this particular amendment, we are looking specifically at two types of signs; ground signs and facial wall signs. She displayed the requirements from Part 5 of the LUB which deal with ground signs and facial wall signs.

**Description of proposal**

**Mr. Nick Pryce** stated he was representing Canadian Tire who purchased a parcel on the subject lands next to the Superstore and are looking to establish a store there. There are two parts to the

amendment they are seeking. One is in relation to the facial signage and the other is in relation to the pylon sign.

Mr. Pryce indicated in terms of the pylon sign, they are not looking to increase the height. At the moment, the by-law enables them to have any number of pylon signs on the site. They are requesting that the 25 sq.ft. of sign area per face be increased. Through this amendment process, he would recommend that the by-law be amended to limit pylon signs to one per property. If it is limited to one pylon sign, other sites with one building with a number of businesses operating within the building would have more flexibility on the size of the sign.

Mr. Pryce advised the second request relates to facial signage. This by-law was created in 1995. A number of older by-laws with similar rules have been amended. The amendments usually amend the facial signage based on a percentage of the facade of the building. The purpose is to enable signage that reflects the scale and bulk of the building. What is happening with development now is the construction of larger buildings. Generally buildings such as Canadian Tire, because of the parking to support them, are setback from the road. For most by-laws, it is based on 10-20% of the wall area. In this case, they are recommending 10%. This particular signage (displayed on overhead) is 9%. If you take the signage away from this building, it will not be a pretty building. From his experience, the signs Canadian Tire are doing for their newer stores create intrigue and do not advertise what is in the store but rather create some excitement about the activities related to the store. It has been distributed along the front of the building so it breaks up its bulk. The approach they have taken is to go along with the standards that have been generally adopted for other new by-laws which is the 10% approach. They have also recommended that the maximum of any single sign be no more than 2% of the area allowed.

### **Questions/comments from the public**

**Ms. Sharon Jardine**, Upper Tantallon, questioned whether the signs are all going to be lit.

Mr. Pryce responded it depends on the franchise operator. They are illuminated signs. The franchise operator usually controls that. The trend is they not like them going all night because of the power bill.

**Ms. Beth McGee**, Seabright, said she had a number of concerns about the request. If the signs being requested are for a commercial site, why is it not site specific?

Ms. Hughes responded because the LUB applies to the whole plan area. The applicant has applied to amend the by-law for the entire plan area. Based on the argument for 10%, we could not justify why only Canadian Tire needs more signs than everybody else. The question is whether it is reasonable for everybody.

Mr. Pryce noted there is no uniqueness to do it on a site specific basis. The LUB affects the entire area. The only way to enable this to occur is to change the LUB that affects the entire plan area. The other business operators would say if they can do it, then why can't they. They are looking for an amendment that is consistent with other areas.

Ms. McGee stated we live in an area where we enjoy a rural way of life freer from sign pollution that they expect to find in urban centres. She questioned why they are trying to impose larger signs.

Mr. Pryce responded the sign is in relation to getting a scale that is reflective of the scale of the building that is proportional to it. He displayed an example of what you would end up with under the current by-law. If you take that in context with the setback of the road, it is not reasonable in terms of the scale of the building.

Ms. McGee stated the current Sign By-law appears not to be enforced. If larger and larger signs are permitted, they run the risk of ruining our viewscape. She owned a bed and breakfast. Visitors come to see the beauty of the countryside and not huge signs. Her sign conforms to the requirements of the day.

**Mr. Richard Learmowth**, St. Margarets Village, said his home and backyard would basically be within 200-300' of their illuminated sign twenty-four hours a day. He questioned how large the building would be.

Mr. Pryce responded 60,000 sq.ft.

Mr. Learmowth questioned what benefits this will have to this community. They did not ask for a box store. He came out here eleven years ago to get out of the city. They are ten minutes away from Bayers Lake. He was the director of the St. Margarets Bay Chamber of Commerce. The most common complaint is they cannot get people to work here and you want to put up a 60,000 sq.ft. building which does not benefit the community.

Mr. Pryce commented many people like Canadian Tire.

Mr. Learmowth said he did not want his property value to decrease because his back yard would be lit up at 2 o'clock in the morning.

Mr. Pryce stated we are here to deal with the signs. There will also be other tenants that will have illuminated signs. Also, there will be lighting to light up the parking area which should be more of an issue.

Mr. Learmowth said if they stop them with the sign, they may stop them with the building.

Mr. Pryce responded he did not think that was true. It is a commercial site so there will be commercial development.

Mr. Learmowth countered they could complement the area. This is an area for tourism. Most of the businesses here are related to tourism. He felt this would decrease their house value and questioned what the benefits were.

Mr. Pryce commented there is a perception that a big box store is not a glamorous building. He believed Canadian Tire made an effort to improve their facade. Part of the improvement is with the signs to break up the building.

Mr. Learmowth said he was questioning the value of the by-law and the value of his land. Everyone in Fox Hollow will wonder what it will do to the value of their land.

Ms. Hughes pointed out we are here to deal with signs. She realized they have other concerns that are important but it would be helpful for her in writing the report if they talked about signage. Do they think the by-law is appropriate as is? Should the signs be smaller? Are any of the suggestions reasonable?

**Mr. Ewen Wallace**, Upper Tantallon, noted when Nick started his presentation he went very quickly into fascia signage and omitted the proposed signage for their ground signs.

Mr. Pryce responded the maximum height is 25'. The proposed sign for Canadian Tire is 24'. The square footage for the logo is 50 sq.ft. for each face.

**Mr. Mark Power**, Fox Hollow, indicated he had experience in lighting design, and signs for typical box stores are made for an urban environment. He questioned what the classification is in Upper Tantallon.

**Mr. Brian White** stated the area is designated as a Rural Commuter Centre under the Regional Plan.

Mr. Power indicated this is a rural area. He questioned how bright the lighting would be as he was concerned about how bright it would be.

Mr. Pryce responded he was not sure but would take that away and get an answer.

Mr. Power suggested the lighting would be 75 times brighter than recommended by IES.

**Mr. Larry Horwitz**, Hacketts Cove, asked if he was correct in understanding there is a limitation on the size but not the number. It was responded yes.

Mr. Horwitz suggested that needs to be looked at. He understood the argument of proportionality but this is a rural community and the maximum sign face is a functionality of the community and not a functionality of the size of the building. Is a building of 60,000 sq.ft. for a rural area? It may be that someone will come in and put up a 60,000 sq.ft. building with tiny signs, but that is their choice. He did not see why a community should adopt the standards of a non-rural community. The by-law relates to all of Planning Districts 1 and 3. If this is a rural area, then he would say Hacketts Cove and other areas are extremely rural areas, so taking regulations that apply in an urban area to an extremely rural area begs a question of logic, even aesthetics.

**Mr. Dorman Skinner** stated he tried in the past to run a small business to fix small furniture along the Hammonds Plains Road. Everybody uses that highway for commercial activity. He made an application and it was ignored; it could not be done. The highway is littered with signs from one end to the other. Many of the signs do not conform. Canadian Tire will do the same thing. He questioned if the signs would be posted in the residential zone. He had to conform to the by-law. He tried many times to have an amendment done so that people on the Hammonds Plains Road would have the same rights as commercial activity and was denied. He expressed concern that someone coming into the area with something bigger than what he proposed could get to this stage. He questioned how the process worked.

Ms. Hughes noted there are many different planning processes, ie., rezonings, amendments to the LUB, and amendments to the Municipal Planning Strategy (MPS). There is an MPS as well as a LUB. We can only accept applications if the policies in the MPS support it. There are cases where somebody has residential zoning and the policies in the MPS say it is only meant to be residential and we cannot accept an application.

Mr. Skinner stated the big businesses get the first amendments. He has been trying for an amendment which did not go anywhere. This amendment would affect other people as well. He would like to see better policies for everybody and not just for big boxes.

**Mr. James Fryday**, Black Point, asked if as a planner he considered land use by-laws as the foundation of planning strategies in general.

Mr. Pryce responded they are guiding documents. In some cases, a lot of them are out of date.

Mr. Fryday noted the by-law is from 1995. Even if it was made in 1850, it is still in the public's interest.

Mr. Pryce responded planning evolves. There are new rules and there are environmental changes. Rules of that day do not accommodate those changes, some of them market changes.

Mr. Fryday stated his concern was with the wreckage that signs have in general throughout the St. Margarets Bay plan area. The law is the law. The LUBs are there for the public interest. If

they want to change a LUB for their own reasons, it impacts the whole St. Margarets Bay area, so this would set a precedent. He was involved in a very contentious development in Ingramport and signs was an issue. They approved signage larger than what was allowed in the LUB. People like Rails to Trails are trying to beautify the area. This is light pollution and defies logic.

**Ms. Ella McQuinn**, Seabright, St. Margarets Bay Stewardship Association, said they have been working with HRM around the long range planning for all of HRM. There is a huge gap in the MPS for this area. They are in an evolving world. They are living with planning regulations built in the 1970s and there are virtually no regulations except height and buffer from any watercourses. This is a rural area. If you want to talk about outdated regulations, it is the outdated fundamental planning. HRM is the first to admit they are playing catch up. Fundamentally the question is do we want a 60,000 sq.ft. building. The one small thread they may have may be the sign regulations. One of the possibilities should be to have more restrictive regulations.

**Mr. James Edwards**, French Village, indicated he grew up in this neighbourhood and planned on living here for the rest of his life. They are saying several things. It is whether the community feels what is happening is in keeping with the character of the community. Tonight's meeting is about signage. In terms of signs, large or small, if you go to Freeport, there are neon signs made of just wood with lights around them. Other places like Lunenburg have something similar. It should be in keeping with our seaside heritage which is important for tourism. It would also keep illumination down. We are a very unique community. When McDonalds came, they put in a lighthouse. Superstore put on a whole bunch of cedar shakes on the front of their building and made it look more in keeping with our buildings. That should be thought about by any business coming here that wants its customers who live here to accept them.

Mr. Edwards stated light pollution is a huge thing. When he was a child, you could see nothing when you looked up but that is changing. The lighting, especially in the parking lot, and on the Superstore is light pollution. On a foggy night, it is more intensified. Perhaps once stores are closed, they could be made to turn their lights off after hours.

**Ms. Barbara Waye**, Stillwater Lake, commented times have changed and people are more creative. This plan with the signs does not speak to her. When she thought of Canadian Tire, she thought of the old Canadian Tire and their interest in communities. She was surprised the City brought them here tonight with this. Canadian Tire is not going to leave because of the market growth and the market niche. Who is behind this plan and why wasn't something more creative brought to this small community?

Mr. Pryce responded the purpose of tonight's meeting is to hear from the community. This is the new design Canadian Tire has across the country. They are a corporate company so they look to create the corporate identity. The facade and the signage is basically the same. In terms of visual, everybody has a different perspective. Canadians love Canadian Tire. He dealt with these throughout Atlantic Canada and referred them to their new stores in Oromocto and Dartmouth

which have a similar facade. From his perspective in terms of a large big box store, they have done a good job. He has seen a lot of ugly ones with just a box and a sign entrance. Here they tried to break up the bulk of the building. There are other communities that love different types of things but he was hearing differently here.

Mr. Pryce clarified the by-laws are not always updated with current practices. There are a number of by-laws where this is fairly common. Those communities with older by-laws recognized that and changed their by-laws to incorporate current practices.

Ms. Wayne stated the common practices are what this area and other communities in Nova Scotia are trying to get away from.

**Ms. Joan Walker**, Hacketts Cove, commented they are showing them a diagram of their facial sign and asked if their proposal was to have 2% greater than currently allowed.

Mr. Pryce responded the recommendation on the control they are recommending is that signs be based on 10% of the total area but no single face be greater than 2%. The reason for that is so they do not get a domination of one sign and it allows for separation of signs.

Ms. Walker expressed concern with what they are not being shown. The ground sign would be 100% greater. The lighting is a big problem because they have too many lights not being controlled but she was more concerned about the ground sign. When people do not show something, that is the worst aspect. She was dead against any change to the by-law and felt they need to reduce the illumination and maintain the rural aspect of this community.

**Mr. John Glover**, Upper Tantallon, indicated he would be living across the street from this monstrosity. Every other business in this community has lived with the signs that we have. All of a sudden Canadian Tire has decided they think all the businesses need bigger signs. He was grateful to Canadian Tire for that because he did not know how the rest of them survived this long. Granted they may eliminate some of them in their future endeavors. Did you notice any big boxes?

Mr. Pryce responded he did not live in this neighbourhood but traveled here a lot.

Mr. Glover stated Tantallon is a small community built with small businesses and that is what kept them going and gives them their uniqueness. We are Tantallon, St. Margarets Bay, and would like to stay that way.

**Mr. Marc Adams**, Haliburton Heights, stated the key issue for him is that the Canadian Tire store is not for this community. They have Redmonds and Pierceys. They do not need another big store which would be for a larger catchment area. He questioned what they are getting in return for okaying the by-law amendments when this store is not for this community.

Mr. Pryce responded at some other sites, the franchise operators work very closely with the community and support sports teams and do a lot of things in the community. Someone will own that store and will get very involved with schools and help with sports equipment and supporting them. They bring a lot of value in that context.

Mr. Adams asked where this development was in terms of the permitting process.

Ms. Hughes advised they have not applied for a permit yet. An amendment process takes longer. She understood they want to finish with this process first.

Mr. Adams questioned whether other by-laws would be amended.

Ms. Hughes responded she was not aware of any other amendments.

**Mr. Gary Ruitenber**, Head of St. Margarets Bay, questioned whether the 60,000 sq.ft. building was permitted as-of-right. Ms. Hughes responded yes.

Mr. Ruitenber suggested they could change the architecture of the building to respect their sign by-law.

**Ms. Heather Perks**, Haliburton Heights, indicated she moved to this area eight years ago so she was new to the community. It is rural and outside the city, and she loved it here. She questioned why representation was not here from the franchise.

Mr. Pryce advised Canadian Tire has not confirmed who the franchise operator will be.

Ms. Perks stated that if it has to come to this community, the design should be taken into consideration. She was concerned with how this got this far.

**Ms. Sherry Johnson**, Seabright, said she understood they did not have a franchise but Canadian Tire has purchased the land. She appreciated they were impressed with the number of people in attendance. This is a fraction of who would have showed up if this was not Valentines Day. She appreciated they are taking all this back but wondered if they could give them a contact name so they could personally share their concerns and maybe their objections to this store being built here.

Mr. Pryce responded he would go back and tell them the community wants to speak to Canadian Tire and not him. He would encourage them to attend the next meeting. He suggested they might be able to get the contact made through Patricia to the Masthead News.

Ms. Hughes advised she would find out if they would allow her to put the name in the newspaper.



**MLA Bill Estabrooks**, St. Margarets Bay Road, said he was a neighbour of the proposed development and was concerned about the development. He heard Mr. Pryce use the term “pylon” but at no time did staff use that name. He questioned what they meant by a pylon sign.

Mr. Pryce responded it is a ground sign.

Mr. Estabrooks commented he had a couple of deer in his backyard and there would be no problem to jack them because the lights will be so bright. He was concerned about height. Also, what is the candlepower? The inability for him to be able to respond to the technical question of candlepower was a huge concern. One of the attractions is not to come around a corner and see a huge Canadian Tire store. His concern came back to based on how this community developed. Local businesses survived and have done well and most of them abided by the sign by-laws. He felt this sign request was out of line. He asked that they get back to them in terms of how bright.

Mr. Pryce indicated he was not an expert in lighting. The best he could do is take that away and come back with the information.

**Mr. Doug Poulton** Glen Haven, President of Chamber of Commerce in this area, expressed concern that this would open the door to future problems if the amendment is approved in terms of signage. If we change it for one person, then it changes it for everybody. We always hear complaints about the signs along the side of the road. They will of course get bigger as soon as the by-law is changed. If we go along with this, this will create a problem for the future.

**Ms. Lisa MacDonald** questioned what the benefits would be to them. All she heard about was the aesthetics.

Mr. Pryce responded it is signs that are proportional in scale to the building.

Ms. MacDonald commented that relates to aesthetics.

Mr. Pryce noted other people might see that as a benefit for identification. In the context of these stores, they are further back from the street.

Ms. MacDonald indicated it would be changing the regulations for the entire region. The argument made on behalf of Canadian Tire is the aesthetics and it will look better for them but questioned what the benefits would be for the entire community, who had no problem with the regulations in the first place.

**Ms. Susan Mathieu**, Boutiliers Point, commented from looking at the site clearing, it appears there will be more than one store. If they change the by-law and permit ground signs to be 50' each, that would allow other stores to have the same size. If we end up with four or five stores, they could end up with a lot more ground signs, each of them with a row of lights along that

strip.

Ms. Hughes indicated she would be interested in hearing from them if they thought there should be a limit on the number of ground signs.

Mr. Pryce noted at the moment they are allowed any number of ground signs. The recommendation they are putting forth is to limit that. The only change they are seeking is to slightly increase the area where people can share the sign.

Mr. White commented staff could make a recommendation to limit the number of 50' ground signs. We could limit it to one per property.

Ms. Mathieu stated there has to be some recommendation on how many you have as well as the size.

**Mr. Patrick Doyle**, Upper Tantallon, commented he had a beautiful view of no homes. Also, he saw the moon and did not want to see a Canadian Tire sign. His wife has a small business. This will decrease the value of their home. He questioned whether they would be able to see that sign.

Mr. Pryce responded no.

Mr. Doyle said it will happen. If they want to get along with the community, they will have to work with them. He urged members of the public not to buy anything at the store. They worked hard to get what they have. He felt Mr. Pryce knows who owns the store and exactly what is going on here. If they put that store up, make it fit with the community.

**Ms. Jardine** indicated the by-law in Arizona says the lighting has to shine down, and questioned whether it was possible for the City to pass a by-law that says this type of parking lot lighting has to be in effect.

Mr. Pryce responded he thought that rule was already in place. Most lighting has to be directional.

Ms. Hughes advised there is a section in the LUB which states "No person shall erect any illuminated sign or illuminate an area outside any building unless such illumination is directed away from adjoining properties and any adjacent streets".

Ms. Jardine questioned whether it was in effect in Upper Tantallon.

**Ms. Karen Rowantree**, Hacketts Cove, said she felt there is something fundamentally wrong with the way this is being presented. It seemed like they were presenting a hard luck story and that the signage would not work with the building unless they changed the sign by-law. She

strongly recommended that we not amend the sign by-law. If they amend the by-law and allow Canadian Tire to have this signage for their 60,000 sq.ft. building, they will have a Lower Sackville, and did not think anybody in this community wanted to see that happen in St. Margarets Bay.

**Ina...**, Boutliers Point, questioned whether it was necessary to change the LUB for the entire plan area or whether it was possible to have a site specific amendment. They do not want to be like Sackville. This is the biggest tourist draw in Nova Scotia. If they have a variation for one property, that variation will spread. They will have huge signage popping up in an area known for its natural environment. It is important to preserve that natural environment.

**Mr. Iain Tulloch**, Fox Point, questioned whether the 10% included that red insignia and the illuminated area. It was responded yes to both.

Mr. Tulloch commented it seems to be an extension of the facade at the top. Mr. Pryce clarified that is just the height of the building.

Ms. Tulloch asked him to clarify what those areas are in their proposal.

**Mr. Peter Mason**, Peggys Cove Road, said he thought they should let them vote on whether or not they want this store in their area.

**Ms. Eileen Cody**, Glen Haven, commented he thought they are feeling the love here of the people. It is this love that they ask them to take back. It is the love of a culture; of a way of life.

Ms. Cody asked if a feasibility study was done and how they determined the location on the #3 Highway. Was it more advantageous than in a commercial area?

Mr. Pryce advised he did not get involved in the study of the location, but did know they have been looking in this area. The indication is that there is development happening in this area. A large portion of the population is living in this area. They have done marketing studies.

Ms. Cody commented this area is growing and there can be needs. She questioned how those needs have been taken into consideration. At Exit 5 off the 103 there are more services but then you turn left and go past two schools. How has the increase in traffic been taken into consideration for this location?

Mr. Pryce responded they are Department of Transportation roads so they had to prepare a traffic impact study. He was not directly involved but was aware it was going on. It is the landowner's responsibility to prepare the pad and provide those accesses.

Ms. Cody said if you happen to be on the #3 when the 103 gets closed down, the number of cars is unfathomable. That would be a constant occurrence if this building was put in and invited other buildings like it to come in as well.

**Ms. Deborah Learmowth**, Upper Tantallon, questioned what they would do if they could not get the signage they wanted.

Mr. Pryce responded he would have to discuss that with Canadian Tire. He would take the comments back and they will decide what they need to do.

Ms. Learmowth questioned how and when they would know.

Ms. Hughes advised the next step would be for her to prepare a report and make a recommendation which would go to Community Council. If they choose to do so, there would be a public hearing.

**Ms. Ella McQuinn** said they saw no visual of the difference between a 25 sq.ft. versus a 50 sq.ft. sign. They said 25 sq.ft. was not big enough. She questioned what they meant by it not big enough.

Mr. Pryce responded his reference was in terms of the Canadian Tire logo.

Ms. McQuinn commented given this would set a precedent, it should be 25 sq.ft. and the number of signs per location should be limited.

**Ms. Shelley Webb**, Hacketts Cove, concerned resident and member of the tourism community, expressed concern that if this amendment is approved, it would be the thin edge of the wedge. Canadian Tire is such a well established brand in this country. She did not think they need to have huge signs to emphasize they are in the community. Clearly this is the fastest growing area in Atlantic Canada so from a business perspective for Canadian Tire it is a very desirable location, however, she thought Canadian Tire has an opportunity to put in a store that is reflective of the look and wishes of the community. She could not imagine an architect was paid good money to produce this. It is so monumentally boring in its look. If a facade was used to give it more of a village look, it would be more suitable to the community. You can still have your sign activities in appropriate signage. They would also have the opportunity to build a state of the art store that is environmentally friendly. It could be a model for other Canadian Tire stores that are built elsewhere.

Ms. Webb stated they are a special community in St. Margarets Bay and they want to protect what they have; their lifestyle and culture. They ask them to take all their concerns to the Canadian Tire executives. She hoped HRM would be equally sensitive. They have not only light pollution; they have visual pollution up and down their highway, and the last thing they need is

more signs. Some of the blame for that is on the tourism community. They could all work together to work at the #3, 333 and 329 Highways to create a more beautiful community that respects their culture.

**An individual** stated the provincial government tried to push through a standardization of signs across the Province. Why is HRM not coordinating with the guidelines brought down through TIANS to get a standardized sign across Nova Scotia? The Real Estate Business took it upon themselves to reduce their signs to a certain size but they complied with the guidelines of TIANS. He questioned what effect it would have if 100 people said tonight they were opposed to the proposed amendment.

Ms. Hughes clarified it is Community Council who makes the decision.

The individual asked people in attendance if they agreed to changing the by-law. The response was no.

The meeting adjourned at approximately 9:00 p.m.

**Attachment D  
Public Submissions**

Hello,

Further to our telephone conversation, I would just like to make it clear that any vote for larger signs in either District is not only offensive but should not be considered. All of our main roads right now are littered with many signs, it is "vision pollution" in the Bay right now. My hope is that if enough people speak out we can reduce the number and size of signs, not pass a request to increase the size. There are sign on the sides of the roads for businesses that are no long here.

As I am unable to attend this meeting so I would hope that you can represent my views. If you have any questions please call [REDACTED] or email.

Thanks for you help in advance.

Cheers, Dinah Grace

Dear Reg and Gary,

It is with considerable disappointment that I learned that HRM staff has scheduled a public meeting for February 14th to address an application to increase the size of signage in your districts. The insensitivity of HRM staff to choose this particular day for a public meeting is beyond the norm, even for them.

For years, the residents of the rural areas of HRM have struggled to maintain some control over their lives in light of HRM's approach that one size fits all. Regrettably, we have seen far too many examples of where the opinion of the local residents are totally disregarded in favour of progress or large developers; the development at Ingramsport comes readily to mind.

It seems strange to me that other large stores such as Sobeys, Superstore and Piercey's, who are already located in the area, can survive by conforming to the existing rules. Why is Canadian Tire the exception? In addition, one has to ask why they are requesting an exemption for such a large area? Is there something else going on that is being kept from the public? Once again the broad brush is being applied to a request by a large corporate entity; however when an individual tries to work with HRM they are given the short blunt, no. I am sure you recall the gentleman from Hammond Plains that tried to work with HRM to operate a refinishing business out of his home. I believe he was told to go away and eventually sold his house and did just that.

I can appreciate the Canadian Tire might not be satisfied with their ability to add to the visual pollution that currently exists on our rural highway, but they are the ones who choose to locate there. They should respect the wishes of the local residents and

maintain the local environment that makes the area attractive to locals and visitors. It seems insane to me to litter the highways with larger signage when HRM fails to enforce the current by-laws regarding signage.

Regrettably, I have little faith that you will stand up and speak for the residents. HRM has always put an increased tax base over community interests. I fear this will just be another case of corporate interests superceding community interest. I look forward to being wrong!

Wayne. N. Rogers



Hi Patricia, we met (briefly) at the end of the meeting last night. We found the meeting very interesting. There clearly is a lot of emotion around the issue, but I think we can turn that emotion into useful energy to come up with something that everyone is pleased with. I didn't get a chance to mention my thoughts on the issue, so here they are:

- Please don't think that everyone in the Bay is against development. That's not the case. There were quite a few young folks there (mostly friends of my fiancé and I) and we're not against new services coming in, and frankly, the idea of a CTire is neat. However, we want to ensure that St. Margaret's Bay maintains its community feeling and aesthetics. Canadian Tire has an opportunity to work with the community to develop a facade that would compliment the community, rather than offend it. While I'm not an expert on branding, and I'm sure CTire has spent lots of money in this area, in order to be a good community partner, as they indicate they are, they should show some compromise on their design. The Atlantic Superstore did that very thing and the result is a building that fits within the community.

- I think Canadian Tire should work within the signage by-law, and therefore it should not be amended to meet their requirements. However, I do think there should be some amendments to ensure that signage is consistent and in keeping with the community. My family owns a historical commercial property in Windsor and we are in the process of having our tenants change their signage to remain in keeping with the essence of the building.

- At this time I don't have specific suggestions for how the by-law should be amended, but will put some thought to it and send you another email.

As we discussed with you last night, we're interesting in taking an active role in the planning for the community. I think it's to our advantage that the community is not slated to be planned for another few years as it will give us time to get our own ducks in a row. That being said, could you provide me with a contact for this issue.

Thanks again for your help.

Chantal G. Pelham

Dear Patricia:

Thank you for chairing the public meeting about the application to change signs in Districts 1 & 3. It was unfortunate, but to be expected, that there was more attention paid to Canadian Tire's box store.

1. Light pollution - it's a serious problem that will have higher negative effect on our sky and people within a 10-15 km radius that actual facial signs on a building. Could not the by laws be amended to legislate broader shades so that what is lit is the parking lot and not the sky? This should apply also to yard lights since I have been unable to see the Northern lights since 2 neighbours put in these monstrosities.

2. Is it possible to amend the by-laws to require all ground and facial signs to be dimmed by, say 50%, when the store is not open and at night -midnight to 6am say?

3. I strongly support an amendment that will seriously limit the number of signs that may be placed on a strip mall, or any other such multiple store collection...we are beginning to look like highway #1 in Florida and believe me, that is not attractive.

4. I support the idea of maybe two ground signs that have signs for multiple stores but not to make any change in the size of such individual signs.

Terrain Group's application should be denied. It would set a precedence for all other stores in the area and all new ones to come. It is obvious from the land clearing that Can Tire may not be the only occupant. What the community needs is some input onto what buildings will go into this development and, most importantly, control exerted on their size and design.

Sincerely, Joan Walker

Ms. Hughes:

I would like to propose an amendment to the above mentioned Bylaw:

**AMENDMENT 1:**

The signs should lighted from a lighting fixture(s) (with glare shields) mounted on the ground or mounted directly on top of the sign and directed on the sign alone. No light shall extend past the borders of the sign causing light pollution. No self illuminated sign shall not be permitted

**RATIONAL:**

This type lighting design will reduce the amount of light pollution and lesson the glare seen at neighboring properties.

**AMENDMENT 2:**

The maximum illumination for any sign shall not exceed 2fc.

**RATIONAL:**

Safety concern with elderly drivers. As the human eye ages, physiological changes occur that lesson the ability of the human eye to adapt from bright locations to dark locations. A self illuminated sign could be in the range of 100 fc - 150fc at the source, the surrounding area has a street lighting to the level of approx. 0.1-0.2 fc, this is a safety concern with our aging population. This will reduce light pollution seen by neighbors

**AMENDMENT 3:**

Signs shall be limited to one sign per sight.

**RATIONAL:**

Less signs in keeping with the character of the community and the STRONG sense on individuality.

The attached are supporting documentation for my above concerns.

<http://www.darkskysociety.org/handouts/LightingPlanGuidelines.pdf>

<http://www.iesna.org/>

[http://www.monterey.org/commdevelop/planning/arc\\_reso\\_9208.pdf](http://www.monterey.org/commdevelop/planning/arc_reso_9208.pdf)

**Mark Power**

Gary: I regret very much that I will not be able to attend this evenings meeting. A long standing commiment to the Blood Donor clinic takes precedence. That said, I understand the application is on behalf of Canadian Tire. Do they propose a sign on the road? If so, I strongly oppose the application. I have no problem with signs on commercial buildings, or even reasonable signs at the entrance to shopping centres (like at the Crossroads) indicating the stores that can be found in the centre. But I don't see any need for individual signs on the side of the road, and those that are there should be taken down. They're an eyesore and a blight on the landscape. Tantallon is becoming like New Minas. Sincerely,  
Gordon Davis

2008.02.18/1939

Dear Ms. Hughes,

I attended the meeting re Case 01110 at the Tantallon Library last Thursday and have the following comments:

1. Unlike some of those at the meeting, I do not necessarily oppose further commercial development in the area of Exit 5, provided that it is done in appropriate areas and in a manner that is tasteful and fits in with the local culture and architecture. We have lived in this area for 35 years and are generally pleased with the commercial development that has taken place to date, as it has meant that we need to drive to Halifax or Bedford much less often for groceries and services. This saves us not only time but wear and tear on our car and, especially in these times, fuel. The environmental benefits are obvious. In fact, we need more places of work out here to reduce the commuting load on our highways and environment.
2. Nevertheless, I do not want to see this area develop into a commercial horror like Lower Sackville. I believe that some of the opposition that was shown during last Thursday's meeting was in response not only to the issue of increased sign size, but to the architecture of the proposed Canadian Tire Store. Surely, with their financial resources, large commercial enterprises such as Canadian Tire and the banks can afford to hire building and landscape architects to design a set of generic buildings that would fit into a set of local surroundings, in our case, a seaside setting. **WE SHOULD DEMAND IT.** We don't have to look far. A good example of sensitive design is the small mall at the corner of Highways 3 and 333 which was built by Wayne Redmond.
3. I would like to see HRM adopt a set of Land Use laws to ensure that commercial development be governed not only by existing technical criteria such as sign size but aesthetic considerations such as harmony with the surrounding environment and residents (which would include lighting and landscaping). Obviously, this will be challenging but the benefits to us and succeeding generations would be enormous. **IT CAN BE DONE.** I have seen many examples of commercial development in other parts of Canada, the United States and Europe that fit in well with the local environment. Obviously, the local residents have demanded that it be so.
3. I am not qualified to say whether or not we need a Canadian Tire store out here. The case discussed last Thursday is only the leading edge of many commercial proposals to come. The attendees at the meeting expressed eloquently their deep love of our beautiful area. We can develop commercially and still preserve the beauty which drew us here. But we need to be smart about it.

Roderick Shaw

Hi there,

I didn't receive this email until tonight. I had no idea that there was a push for BIG BOX stores in the bay area. I don't live in the region, but I work at St. Margaret's Bay Chiro and am a member of the chamber. Since I don't have a chance to go to the meeting, I would like to submit my opinion that this is a terrible idea. The beauty and charm of the Bay would be devastated by such business. Bayers Lake is a mere 15 minutes away. Dartmouth Crossing is only 30 minutes as is Burnside. I have come to love the Bay area and big box shopping would be a blight on its image. I hope some day son to be able to build a home or buy in the region and this would be the sort of thing that would deter me from doing so.

Monica Miller

Hi Mr Meade. It's Dorman Skinner. I attended the recent public meeting at Tantallon Library. I listened to the people of the community speak one after another about our community and wanting the small business and home based business atmosphere for the area.

That is what I told you that the community wanted and the petition that I gave you indicated that to be so.

Gary,

1. Can you explain how Canadian Tire can have a public meeting with three planners from HRM to answer the public's questions when I could not even ask a planner a question, namely Andrew Bone, on the record, any questions on my issue?

2. When is the next meeting of the Western Community Council being held and is the issue of the Canadian Tire on the agenda?

3. Did Canadian Tire put up it's \$2500 fee for the meeting as I was told by you that I would have to put up a fee to even have a meeting of the standard that took place at the Library last week.

How is it that Canadian Tire can test the waters for the Land Use Bylaw change which is exactly what I had suggested to you prior to putting up my \$2500 to let the public decide?

The community have already spoken that the atmosphere they want is the one I already suggested to you and that is the home based business for this area that I want to create. You may remember that there were some people present at that meeting at the Library that actually were from Haliburton Hills, myself included.

4. Where may I obtain a copy of the input of that meeting?

I look forward to your response and any input you may have that helps to create what the community has expressed it wants (dealing with this area for small home based businesses) as the signs adjacent to my property and others in the area indicate we want home based businesses.

Dorman Skinner

Dear Ms. Hughes, I am opposed to a bylaw change that would allow larger signs and more intense lighting. I also feel that a large store like Canadian Tire should be required, if indeed they are to be allowed to build, to design a building that would be appropriate to the area. Sadly, such a store would mean the end of more than one local business and would change the 'feel' of the area.  
Sincerely, Jean Harris Hubley



Dear Ms. Hughes,

I live in the St. Margaret's Bay area, Seabright, to be specific and I am totally opposed to a Canadian Tire Store being built in Tantallon. It isn't only the signage I am concerned about, or the aesthetics of the proposed building, but the effect such a store would have on local businesses. We shop at the local hardware store; we buy our plants and bulbs, soil, fertilizer, etc. from Boutilliers and from Seabright Nurseries; we have our vehicles serviced and repaired at Mason's auto; we buy our paint at the local Benjamin Moore store, etc. I'm sure you can see the point I am making, and multiply my concerns by thousands - the people who live here.

My husband and I moved to this area to be away from the city and enjoy country life, and this includes not being bombarded with signs, lights and everything that goes with building a large store.

Whilst I admit that having a Superstore, and Sobeys nearby is a wonderful convenience, I have doubts that a Canadian Tire store would serve the same purpose. I also think it would open the door to other "big box stores" deciding to build in this area, especially if the by-law is changed simply to accommodate them.

I hope that you will consider the points I have made above.

Sincerely,

Barbara and Clinton Edmonds

I am sure you have had lots of response from your article on Canadian Tire. I strongly agree that they shouldn't be able to come in and change the by-laws to suit themselves. There are many areas in the States (Napa Valley for instance where they keep their WalMarts and big box stores the same colour as the hills) and around the world that have their stores blending in to the surrounding area.

How can we keep them from putting so many lights out there, and to build a building that fits in with the surrounding much better? This is a tourist location and I am strongly tied with tourism, working with Tourism Nova Scotia, and Air Canada for the past 18 years and love this area and am very proud of it. I really WOULD like to see a Canadian Tire here, but not under the light conditions. Word of mouth here works better than signage.

Sincerely,  
Shaylin Scott

I lived in St.Margarets bay all my life.

My opinion is we don't need a Canadian Tire in the Bay,we are only minutes away from a Canadian Tire in Bayers Lake and also one in Bridgewater and one in Bedford. I think it will spoil our Tourist attraction of St.Margarets Bay. Donald Fenner

Re: Tantallon signage bylaw change

Feb. 28, 2008

Dear Ms. Houghes,

I would like to express my opinion on the proposed bylaw changes in order to accommodate a new Canadian Tire Store in Upper Tantallon. I live in this area because of its natural beauty and do not want to see large scale signage, heavy lighting or boxey stores along our roadsides. Many areas in New England set standards and create very nice shopping areas and we should demand the same here. If Canadian Tire wants our business, they should work with us to accept our bylaws and hopefully our elevated building expectations. If not, I don't mind using the local Redmonds or drive to the Sackville nightmare that we will never accept here.

Regards,

Brent Smith

Dear Councilor Meade,

I was reading the "Masthead" today, in particular, the story about the public meeting concerning a by-law change to allow for larger commercial lighting at the future commercial site (possible Canadian Tire) next to the Superstore.

I would urge you to vote against this by-law change as larger (and brighter) commercial lighting would be completely out of character for the beautiful area that St. Margaret's Bay is. It would also set a dangerous precedent for future commercial development in the area.

The comments reported in the article articulate my position well, so I comment more in detail.

This topic of responsible outdoor lighting and light pollution is particularly dear to me as I am an avid amateur astronomer with a backyard observatory in the area. I am also national 1st vice-president of the Royal Astronomical Society of Canada.

Interestingly, a few months ago, NS power (on behalf of HRM) was about to put up a new (old-style) street light in front of my house that would have affected the use of my observatory.

I was told that this was being done at your request as part of a new stop sign to be installed at the corner of Abbey and Bingham in Haliburton Heights.

I managed to delay NS power long enough to convince HRM staff to have them install a modern "trial" environmentally friendly full-cutoff (all light down, not sideways and up like all the other streetlights that HRM and NS power uses) streetlight which is working out very well. Too bad all new streetlights could not be the same.

Regards,

Dave Lane

There is no question that HRM needs to revisit the questionable regulations regarding large commercial malls. It is not just the problem of inappropriate and annoying signage but also the "Pave-it-all" mentality of the architects and developers. You only have to *drive* (bus schedules are pathetic) to Bayers Lake to experience the "no sidewalks-no trees-windy" type of mall. A delightful experience if you grew up above the arctic circle. The Sackville Strip can be visited as a terrible example of poor signage and lighting regulation (?). Signage, light sprawl and pedestrian torture are only a few of the problems with our current system of mall regulation. We must insist that our municipal and provincial legislators develop some backbone and put in place requirements that benefit their constituents and turn a deaf ear to the howling of our commercial buccaneers. Commercial development is great if it is a benefit to all of the participants including neighbours and customers. Up to now it has been too one sided!...Ken Rozee

Greetings Patricia:

With respect to the public meeting held at the Tantallon Public Library on Feb 13<sup>th</sup>:

Firstly: Thank you for your attendance on behalf of the city.

Secondly: I would like to go on record as saying a definite NO to the proposed by-law changes put forth by Canadian Tire to enlarge their (and other) illuminated signs in Districts 1 & 3.

Frankly, I feel the whole big box development does not belong in the area. We are minutes away from Bayer's Lake which has pretty well every big box one may need.

Thank you

Sharon Jardine

Hello Patricia:

It was good speaking with you and Mayor Kelly earlier today at the home show.

To follow-up:

My wife and I are very pleased with development in the St Margaret's Bay area and that we are getting more retail services, such as Canadian Tire, in our locality.

We also think that it is important that the development try to fit in with the existing atmosphere of the Bay, the communities around the Bay are known around the world for their "down-east atmosphere" (Peggy's Cove being the most famous), We would like to try and retain some of that atmosphere, thus we are concerned that such development might seek to not conform to existing restrictions for signage.

We would like to attend any future meetings on this issue, if it remains an issue.

Thank-you for considering our opinion.

Mike and Jana Voigt



Hello

As a resident of St. Margaret's Bay, I feel compelled to voice my strong objections related to the proposed by-law changes. The initial intent of the by-law should be upheld, not changed to accommodate big box stores. We came to this area 10 years ago because of what the area had to offer: reasonable amenities, close enough proximity to the city/Bayers Lake to do large scale shopping, and the quiet rural aspect. It is for these same reasons that we've convinced family members to move back to NS from Ontario. Our local small scale businesses meet our needs and have worked many, many years to provide products and services to the surrounding communities. The existing businesses have a decidedly community-focused fit that is appealing. We are only 12-14 minutes away, by a wonderful divided hwy, to big box stores – why do we need them in our backyard.

I would ask that HRM respect this sense of community. Bottom line: We are living here for a reason.

Kind regards,

Suzanne Rhodenizer Rose

St. Margaret's Bay

Dear Gary,

Marion and I strongly agree with those who have voiced their opposition to the change in signage regulations, and also to the proposed design of the Canadian Tire store planned for Upper Tantallon.

As for the signage, once the Canadian Store is under construction, there will be hardly anyone in the area who will not know its location! A large highly illuminated sign will simply not be necessary. In a larger sense, this type of change to our surroundings should be stopped now, before we start down that slippery slope of uncontrolled development.

Yours truly,

Peter Oldershaw

Dear Councillor Meade,

At a neighbourhood get-together the other day, I heard about the proposed by-law to allow brighter lighting near the Superstore. I am writing you to ask you to vote against the by-law.

The St. Margaret's Bay area is being developed rapidly, and although I am not against development per se, I suspect that you know the consequences of unbridled development as well as I. But in the case of the lighting, I think we can have our cake and eat it too. Bright unfocused lighting wastes most of its energy into the sky, and thus is energy inefficient. However, modern full-cutoff lighting focuses all of its light down, and thus uses all of its energy in the direction we want it - towards the ground.

In this day and age, energy efficiency is important, and many people look to the government (at all levels) to provide a proper role model. Modern cutoff lighting is part of that proper role model.

Therefore, I urge you to vote against the proposed change to the lighting by-law, and amend it so that only full cutoff lighting is allowed in large developments such as that next to the Superstore. The future generations will thank you for it!!

Thanks,

Steve Campana

A big "Hi Ya'll" from the Sunshine State. As a resident of Nova Scotia and a previous resident of Florida, I just had to say the beauty of NS can be preserved when building anything whether it's a small Tims all by it's lonesome on a corner somewhere or a huge Canadian Tire with an even bigger parking lot. And I've personally seen beautiful parking lots. Beautiful parking lots! Please keep trying to set the new standard of eco-friendly, tree friendly shopping areas in this incredible province. I have two teenage scouts that, along with their company and maybe even the troop, can help plant the trees for free. Just give me a call or email. I'm so thrilled that the public has some real input into their community.

Sincerely,

Sarah Graven



Gary,

As you may recall, we spoke a few weeks ago regarding the Public Hearing scheduled for Feb 14 for an amendment to the sign regulations.

Following our conversation, I made some further inquiries and learned more detail about the existing regulations and the proposed change. By now, you may know the following, but in case you're not, I thought you might be interested in the following:

Re. proposed amendment to sign ordinance (Public Hearing, Feb 14)

Attached is the a copy of the HRM Land Use Planning By-Law for Districts 1 & 3 (St. Margaret's Bay). These are the By-Laws governing land use issues, generally, and signage, specifically. The relevant pages are pages 41-43. Re. the amendment proposed on behalf of Canadian Tire, the relevant paragraph is 5.8 - Facial Wall Signs.

I spoke with Patricia Hughes at HRM Planning. She is responsible for handling the proposed amendment. According to her, the proposed amendment is to increase the maximum size of signs permitted on buildings (Facial Wall Signs in the vernacular of the By-Laws). The current By-Law permits a facial wall sign of 1 sq ft of sign for every lineal foot of building up to a maximum of 100 sq ft. What's being proposed is some unspecified increases in the maximum size. Obviously, Canadian Tire stores are lots more than 100' long. I presume that they want to increase the limit to allow signs as the ones at their other stores that, if I remember correctly, occupy a good portion of the building.

From cursory observation, I would say that the SuperStore sign along with Sobey's, liquor store, Piercey's, etc. all exceed this 100 sq ft limitation. I asked Patricia Hughes whether my observation was correct. Her response was that it seemed likely, but she didn't know, neither did she know why they were permitted to violate the By-Laws.

The issue of expanded signage has many ramifications not the least of which is with larger signs come more lighting causing more light pollution and the erosion of any semblance of a rural community. To my way of thinking, this is only one element of the entire sign issue and also only one element of the crossroad development issue. While development of some sort is a likely reality, recreating a Lower Sackville at Tantallon need not be. Increasing the size of allowable signs is, to my way of the thinking, a bad an unnecessary idea, doing so for all of Districts 1 and 3 should not even be under consideration.

The absence of a plan to protect the rural character of this area is needed now (not in several years) as in several years there won't be a rural character to protect!

Thanks for your consideration.

Be well,

Larry Horwitz

Councillors, Ladies and Gentlemen:

Thank you for the opportunity to speak this evening. I am Beth McGee, 2 Wooden's River Road, Seabright owner and operator of Riversong Bed and Breakfast. My sign conforms to the requirements of the day as regulated in 2002.

I have reviewed the HRM Land Use Planning By-Law for Districts 1 & 3 (St. Margaret's Bay) and the section on signage, specifically as outlined on pages 41-43 I have examined the amendment proposed on behalf of Canadian Tire, the relevant paragraph is 5.8 - Facial Wall Signs.

It is my understanding that the proposed amendment is to increase the maximum size of signs permitted on buildings (Facial Wall Signs in the vernacular of the By-Laws). The current By-Law permits a facial wall sign of 1 sq ft of sign for every lineal foot of building up to a maximum of 100 sq ft. What is being proposed is some unspecified increases in the maximum size.

I have a number of concerns about the request before you this evening.

First of all, if the signage being requested is for a commercial site such as a shopping centre why is the request not site specific?

Secondly, why is the request being made for all of Districts 1&3?

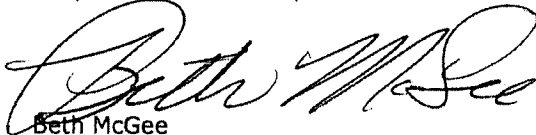
We live in areas where we enjoy a rural way of life freer from sign pollution than one might expect to find in the urban centres. Why are you trying to impose larger signs than what we have now?

Currently the signage by laws appear to be unenforced. My concern is that if larger and larger signs are permitted we run the risk of spoiling our view scapes with unsightly and large signs. Our visitors come to see the beauty of our countryside not to see huge signs.

I am most opposed to the request for a change in the signage bylaws.

In closing I would also like to raise vociferous objection to a Public Hearing being scheduled on February 14.

Respectfully submitted,



Beth McGee  
2 Wooden's River Road  
Seabright.NS  
February 14,2008

LAWRENCE M. HORWITZ  
9749 Peggy's Cove Road  
Hackett's Cove, NS B3Z3L5 Canada

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February 19, 2008

Patricia Hughes  
Planner, Community Development  
Halifax Regional Municipality  
hughesp@halifax.ca

Dear Ms. Hughes,

I am writing to follow-up on my comments made at the Public Information Meeting, February 14, 2008, regarding Case 01110 – Application by the Terrain Group on behalf of 3048700 Nova Scotia Limited to amend the Land-Use By-law for Planning Districts 1 & 3 (St. Margaret's Bay) with regard to signs.

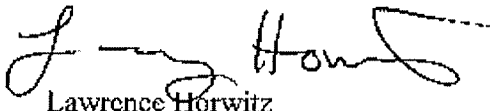
Districts 1 & 3 are largely comprised of rural communities and, in my view and, obviously, in those of the hundred or more residents who took the time (on Valentine's Day) to come to the Public Meeting, the Districts should remain this way. It is appalling that HRM is so behind in the development of a land use plan that the area does not have in place appropriate land use by-laws to preserve the rural character; a fact we must live with until a new plan and by-laws are promulgated. However, when the current Sign Ordinance was enacted, it seems obvious that it was intended to prescribe that signs would be of a scale consistent with the community, and, though the current By-Laws do not restrict the construction of giant boxes, they do set a limit on signage and I strongly urge that this limit be continued and enforced.

If the representative of Canadian Tire feels so impassioned about the importance of an appropriate relationship between the size of the sign and the size of the structure, I respectfully suggest that the size of the building be reduced to relate to the sign. There is no compelling reason to amend the ordinance to permit larger signs.

I urge Planning Services, in their report to the to the Community Council, to recommend that the Council reject the proposed Amendment.

Thank you for your attention.

Very truly,



Lawrence Horwitz

cc: Councilors Gary Meade, Reg Rankin, Stephen Adams