



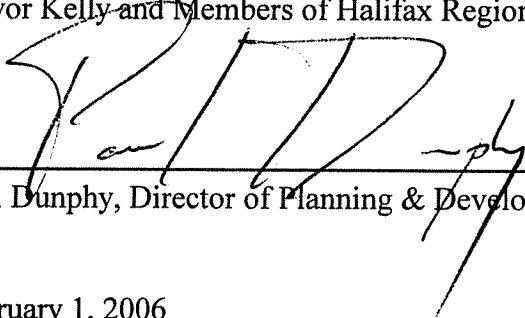
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**Halifax Regional Council**  
**February 7, 2006**

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**

  
Paul Dunphy, Director of Planning & Development Services

**DATE:** February 1, 2006

**SUBJECT:** HRM Temporary Sign By-law

## INFORMATION REPORT

### ORIGIN

Staff presentation made to Committee of the Whole (C.O.W.) session in April, 2005.

### BACKGROUND & DISCUSSION

The proposed Sign By-law is intended to provide consistent and effective regulations of temporary signs (ie mobile signs, posters, sandwich boards, banners, and inflatable signs) on private and HRM property (including street right-of-ways) through the licensing process. In April 2005, staff presented an outline of the proposed By-law at a Committee of the Whole meeting to outline key aspects of the By-law and to seek Council's direction on certain issues. The direction given by Council was as follows:

- 1) limit the duration and frequency of such signs to 4 months up and 1 month down; and
- 2) maintain the existing mobile signs standards that are more restrictive than the standard proposed under the draft By-law: Bedford, Downtown Dartmouth, Cole Harbour (C-1 Zone), Eastern Passage/Cow Bay (C-2 Zone) and Sackville Drive.

From this direction, staff prepared the final draft of the By-law in consultation with representatives of the sign industry (both temporary and permanent sign industries). Despite consensus on most of the items within the By-law, industry still has concerns with certain aspects of the By-law such as planter box signs, special/community event signs, separation distance between signs, and inflatable signs.

On February 14, 2006, staff intend to present the final draft of the Sign By-law to Council at Committee of the Whole for discussion and direction. To assist Council in its deliberations on the proposed By-law, staff have attached a Fact Sheet which summarizes the key points and questions relative to the draft By-law. Council will receive the entire draft By-law in their February 14, 2006 Council packages.

Initially, staff intended to present the proposed By-law to Council in the summer of 2005 but were unable due to the lack of staff resources (ie certain staff being assigned to the Regional Planning project) and the need for additional enforcement staff. Due to the time delay in bringing the item back to Council (approximately 8 months), staff wish to re-present the draft by-law in order to receive feedback and direction on the proposed By-law before proceeding to first reading.

**BUDGET IMPLICATIONS**

The staff report submitted for first reading will contain recommendations with regard to enforcement levels and required funding.

**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**

None

**ATTACHMENT**

Attachment A: Fact Sheet

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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Financial Review:   
Joan Brousard/Kathy Smith, Financial Consultant

## Attachment A

FACT SHEET- Temporary Sign By-law (*Draft*)

<b>Purpose of By-law</b>	To consistently and effectively regulate temporary signs on private and public property and within HRM right-of-ways through licensing.
<b>Temporary Signs</b>	means mobile signs, posters, sandwich boards, banners, and signs within HRM right-of-ways
<b>Type of Sign</b>	<b>Proposed Provisions</b>
<b>Mobile Signs</b>	Sign duration: 4 months up and one month down: new license required Sign Area: 4.64 square metres (50 square feet) Height: 3 metres (10 feet) Siting criteria setback from curb or pavement, not property line Separation: 30.5 metres (100 ft) between signs on the same property Fees \$60 per license
<b>Sandwich Boards</b>	Sign duration: license good for one year Height: 1.2 metres (4.0 feet) Width: 0.8 metres (2.6 feet) Fee: \$100 per year
<b>Signs within HRM Street Right Of Way</b>	Temporary Signs: prohibited, except for: posters: on community kiosks  sandwich boards: width: 0.6 metres (2 feet) height: 0.9 metres (3 feet) siting criteria: addresses pedestrian movement fees: non-profit - \$20 per license (30 days) profit - \$100 per year  right of way advertising: as approved by HRM
<b>Flush Mounted Banners</b>	Duration: 4 months up and 1 month down: new license required Size: maximum of 10% coverage of the building wall Fee: \$60 per license
<b>Existing Signs</b>	Existing signs: must comply with the By-law within 6 months
<b>Special Events</b>	Duration: 30 days within a 60 day period: new license required Licenses: shall only be issued for non-profit organizations Fee: no charge

**The above information is a brief overview of the Draft HRM Temporary Sign By-law. If you require more information or have any questions, please call Kevin Warner at 869-4389.**

**General Questions and Answers**  
**(Regarding HRM Temporary Sign By-law)**

- 1) What happens to the temporary sign provisions within existing Land Use By-laws?**  
Existing provisions will be removed from the various land use by-laws and standardized as much as possible in the new By-law except in communities that now have more restrictive mobile sign provisions.
  - 2) Are ground and facial signs regulated under the Temporary Sign By-law?**  
No, ground and facial signs will be regulated under the applicable land use by-laws.
  - 3) What happens to the sign provisions within the existing Sign Ordinances for Dartmouth and Halifax?**  
The temporary sign provisions have been inserted into the new By-law while sign provisions for permanent signs shall be incorporated within the various land use by-laws.
  - 4) Does the Sign By-law apply to election signs or real-estate signs?**  
No, neither type of sign is currently regulated under a land use by-law.
  - 5) Does the By-law deal with advertizing on motor vehicles?**  
No, advertizing on motor vehicles is regulated under the provincial Motor Vehicle Act.
  - 6) Will community /non-profit groups signs require a license under the By-law?**  
Yes, to ensure they are located properly but will not be charged a license fee.
  - 7) Will the By-law effect communities that have more restrictive mobile sign provisions?**  
No, communities that have more restrictive mobile sign provisions will be incorporated within the proposed By-law.
  - 8) Does the By-law apply to roads or highways owned by the province?**  
No, the Sign By-law does not apply to signs within a provincial right-of-way.
  - 9) Will the proposed changes to Administrative Order 15 effect permanent signs?**  
No, the proposed changes to Administrative Order 15 will only incorporates the current charges for permanent signs as indicated in the Dartmouth and Halifax Sign Ordinances.
  - 10) Will the draft Sign By-law provide for enhanced enforcement?**  
Yes, the draft By-law will enhanced sign enforcement by allowing staff to issues tickets and/or remove signs (even on private property). HRM will still have the option to take legal action against a sign owner and/or user. If a sign is towed, it is released upon payment of the impoundment fee. Unclaimed signs are forfeited and a lien is placed upon the property.
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