

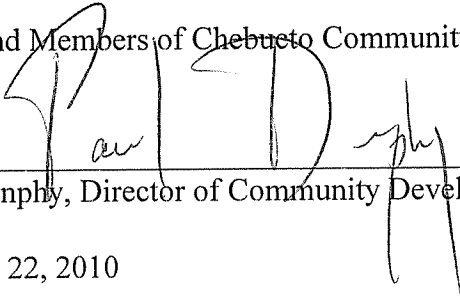
4.1.6



PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5, Canada

**Chebucto Community Council**  
**November 1, 2010**

**TO:** Chair and Members of Chebucto Community Council

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

**DATE:** October 22, 2010

**SUBJECT:** **Community Sign – Herring Cove Road (Case 01236)**

---

**INFORMATION REPORT**

**ORIGIN**

At the September 13, 2010 meeting of Chebucto Community Council the following motion was passed:

**12.3 Sign By-law - Electronic Signs - Spryfield Area - Councillor Adams**

**MOVED BY Councillor Adams, seconded by Councillor Mosher, that Chebucto Community Council request information from staff regarding what is available to allow an electronic sign to be erected in the Salvation Army parking lot on Herring Cove Road with regards to necessary zoning arrangements and By-law requirements.**

**MOTION PUT AND PASSED.**

### **BACKGROUND / DISCUSSION**

The Salvation Army building and parking lot located at 328 Herring Cove Road is zoned C-2A (Minor Commercial) under the Mainland Halifax Land Use By-law (LUB). In this zone, 'billboards' (i.e. freestanding ground signs) may not advertise matters which do not relate to the property on which the sign is located. For example, a ground sign on the Salvation Army property could only advertise the Salvation Army; it would not be permitted to advertise third party businesses or community events happening elsewhere.

Currently, Case 01236 is underway to amend the LUB regarding all signs in Mainland Halifax. If Council wishes, signs advertising community events could be included in these amendments.

In the meantime, temporary signs advertising upcoming events are permitted subject to the requirements of the Temporary Sign By-law. There is no ability under the *Halifax Regional Municipality Charter* for staff or Council to waive the requirements of the LUB for the proposed sign or to permit it prior to amendments to the LUB being approved.

In addition to the requirements of the LUB, illuminated or animated signs require approval by HRM Traffic and Right-of-Way Services, in consideration of traffic flow, control and safety issues. The municipality has not received a permit application for a sign at the Salvation Army; therefore, no plans have been circulated for review with respect to traffic safety.

A public information meeting will be held this winter and staff will consult with the business associations regarding Case 01236 and the proposed amendments. Following public consultation, a staff report and recommendation will be forwarded to Chebucto Community Council for a decision.

### **BUDGET IMPLICATIONS**

The costs to process this planning application can be accommodated within the approved 2010/11 operating budget for C310 Planning & Applications.

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

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

### **COMMUNITY ENGAGEMENT**

---

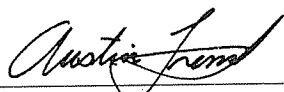
No community engagement is required, as this report only provides Council with information.

ATTACHMENTS

None.

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

Report Prepared by: Mackenzie Stonehocker, Planner I, 490-4793

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