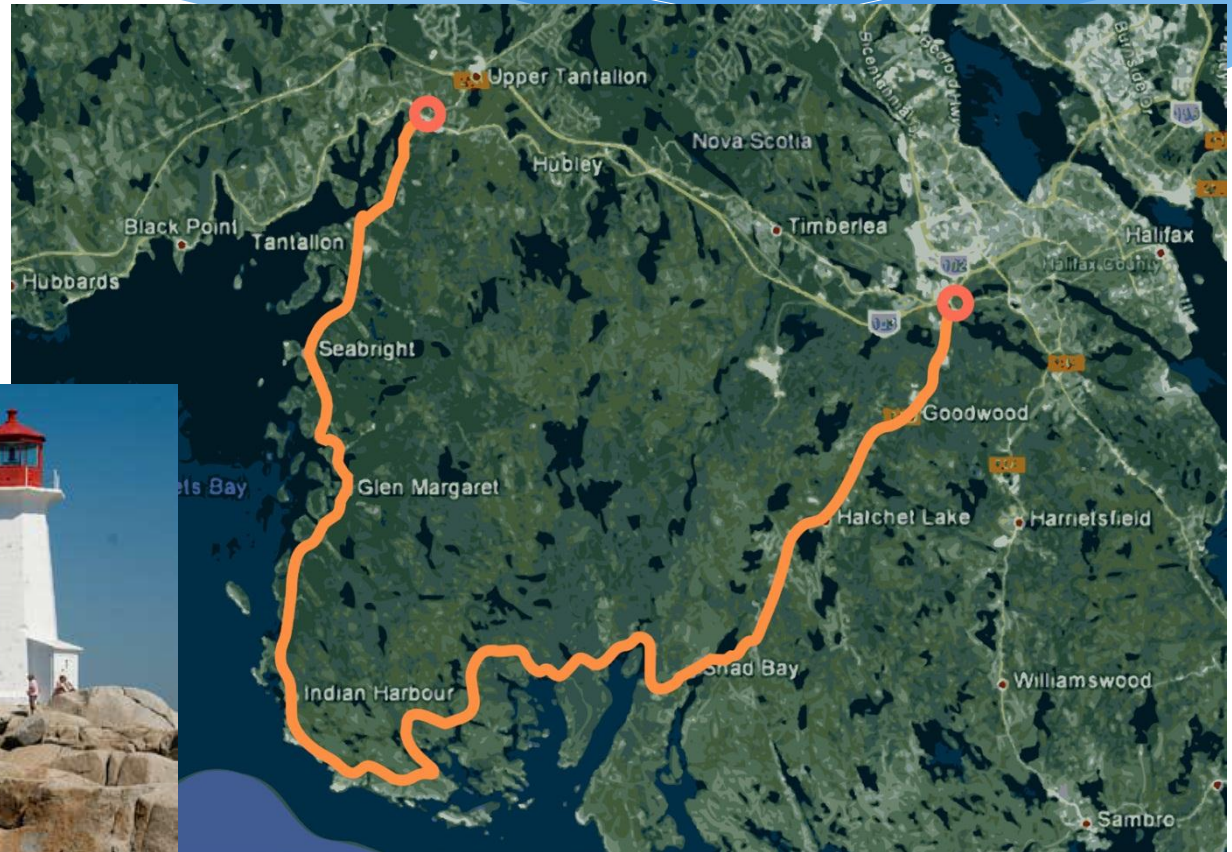


Options for Managing Advertising Signage Provincial Highway 333

Transportation
Standing Committee
February 28th 2013

The Pilot Area

Highway 333
Scenic gateways



Overview

- * Sign clutter along Highway 333
- * Community & Council wants solution
- * SMBRTDA, Chamber, Business & Community
- * Public Highways Act Amended in 2011
- * Council initiates process in January 2012
- * Program objectives & options explored
- * Implementation logistics & costs explored

Council's Direction

Develop a Sign By-law & supporting program based on the following:

- ❑ Highway 333 Pilot – gateway areas
- ❑ Program Principles:
 1. Affordability (cost neutral or cost limited),
 2. Flexibility (HRM controls implementation)
 3. Sustainability (effective management & enforcement)
 4. Community collaboration and/or partnership
- ❑ Explore enabling measures & collaboration with the Province

Key Findings:

- ❑ Sign clutter is a problem along entire Hwy 333 loop
- ❑ Province will not enforce outside of HRM By-law area
- ❑ Gateway areas only will partially achieve objectives
- ❑ More realistic financial implications – not cost neutral
- ❑ Enabling measures are limited to a Sign By-law
- ❑ Legal considerations need to be understood

The Problem



The Problem



The Problem



The Problem



The Problem



The Problem



The Problem



The Problem

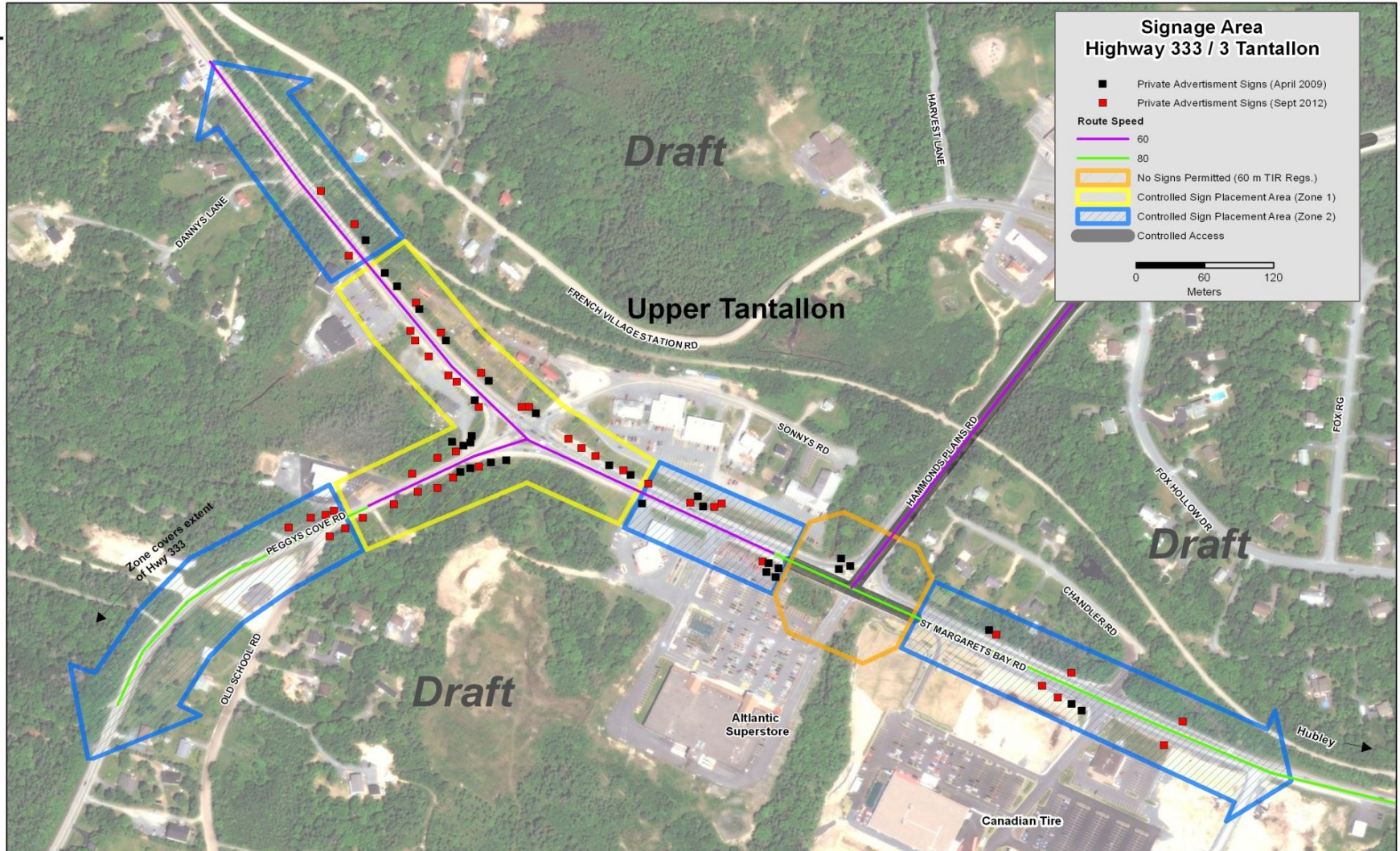


The Problem



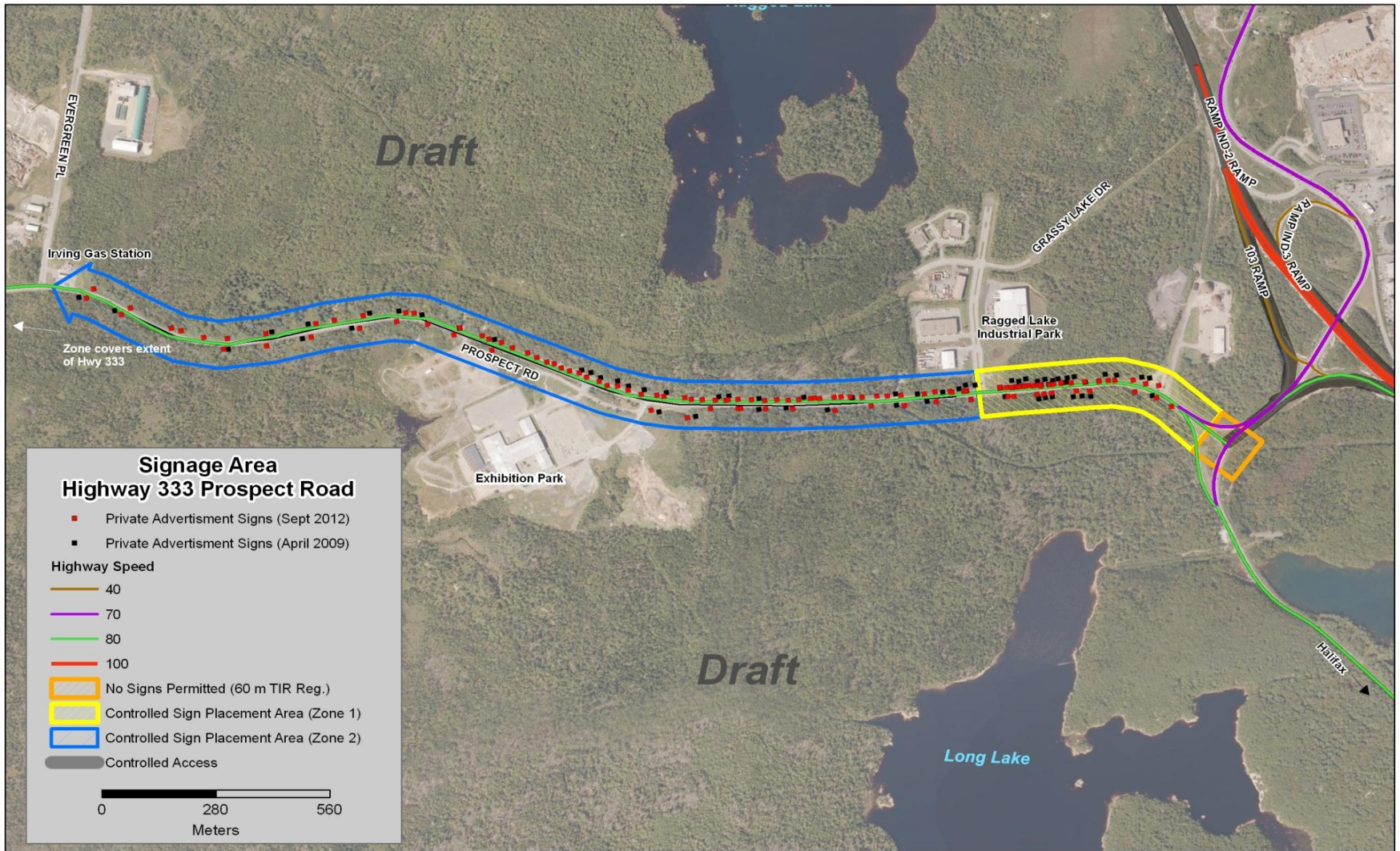
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Map 2



Prospect - Goodwood

MAP 1



Objectives



Environmental

Clean Landscape
Scenic Beauty



Economic

Wayfinding
Community
Promotion



Safety

Traffic Flow
Pedestrians



Implementation

Affordable
Adaptable
Collaborative

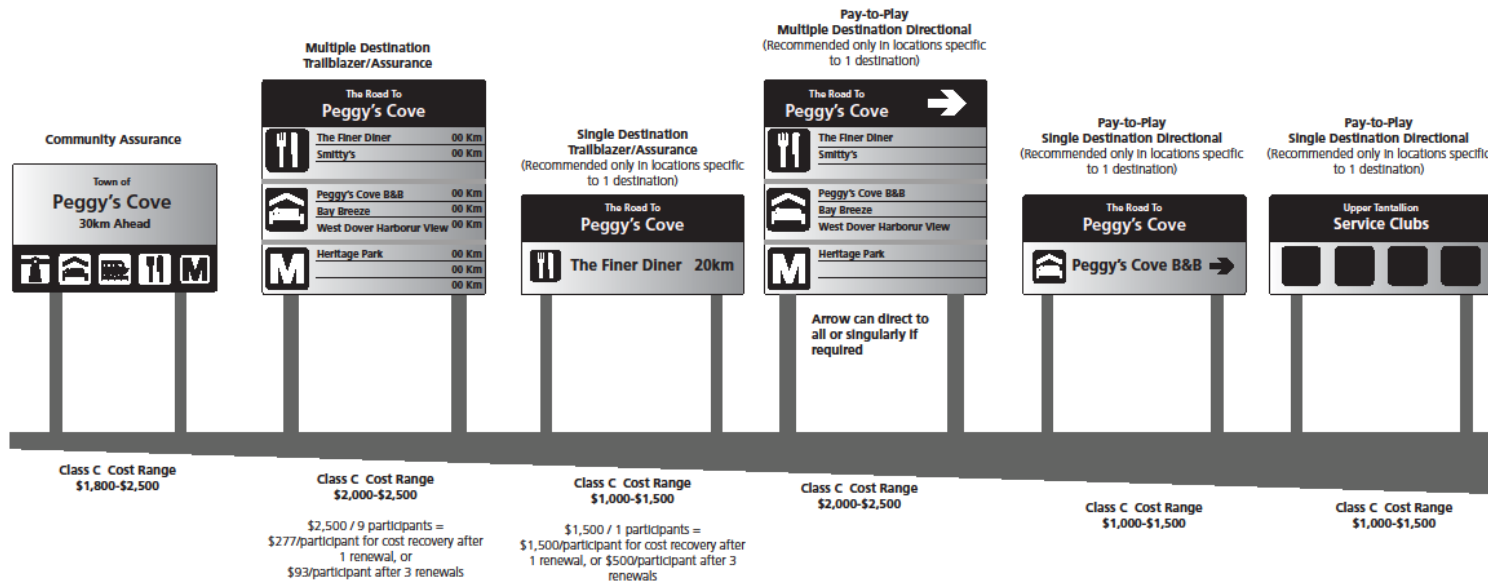
Community Input:

- * Signs that direct the travelling public
- * Limit or eliminate business promotion
- * Protect scenic beauty - that comes first
- * Priority for safe and efficient traffic flow
- * Support the local economy & community
- * Adopt sign management zones & standards
- * Enforce, enforce, enforce

OPTION 1 - Uniform Directional Signs

Description	Way-finding for travellers – (not promotional advertising) Signs owned and maintained by HRM Series of directional and assurance signs License fees – “Pay-to-Play” All existing signs removed
Cost Estimates	Annual: \$106,000 (entire highway) \$11,000 (gateways only) Start-up: \$102,500 (both scenarios)
Analysis	Highest cost-benefit ratio out of the three options HRM management means lower quality control issues Lower site monitoring for approvals Regular enforcement means service level commitment from More positive economic spin-offs for community & business Supported by best practice

Option 1 Uniform Directional Signs

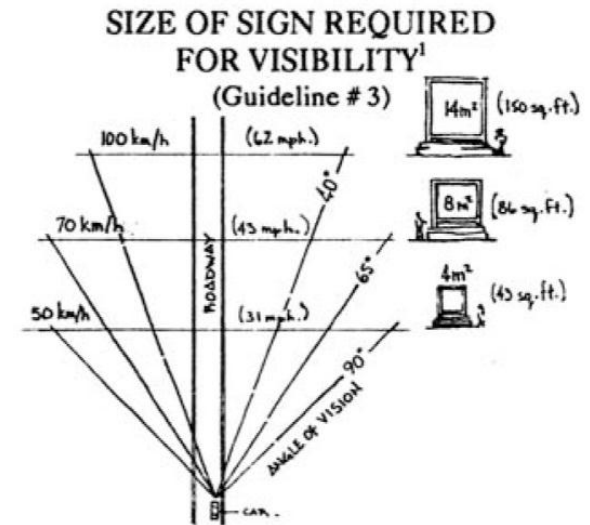
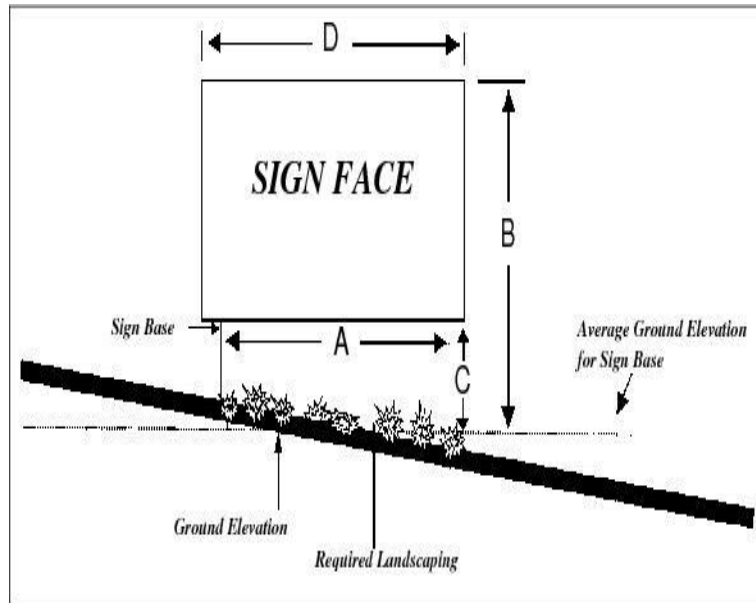


OPTION 2 – Promotional Advertising Signs

Description	<p>Promotional advertising with enforced standards</p> <p>Signs owned and maintained by businesses</p> <p>Annual or multi-year licence fee - some cost recovery</p> <p>Regular enforcement needed</p> <p>Provincial ROW permits still required</p> <p>Some or all of existing signs would be removed</p>
Cost Estimates	<p>Annual: \$145,000 (entire highway)</p> <p> \$30,000 (gateways only)</p> <p>Start-up: \$80,000 (no design work needed from HRM)</p>
Analysis	<p>Would limit sign clutter but not eliminate it</p> <p>Not supported by best practice</p> <p>Essentially implementation of existing Provincial program</p> <p>License inspections and enforcement efforts higher</p> <p>Cost recovery the highest but trade-off is more signs</p>

Option 2 Regulated Promotional Signs

Example Standards:

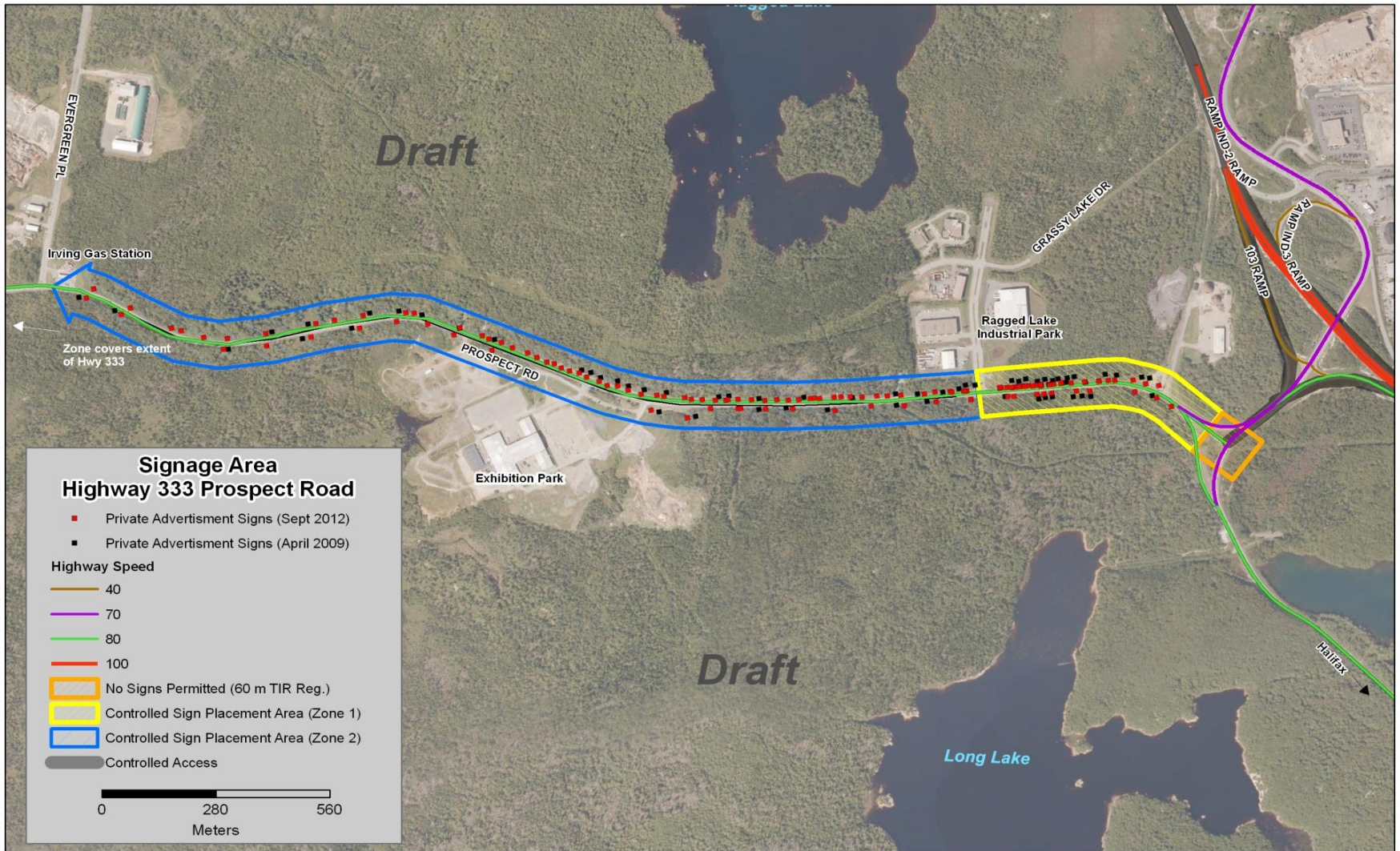


OPTION 3 - No Signs

Description	Gateways only or entire highway (as per Council 's direction) No advertising or directional signs permitted All existing signs would be removed No program delivery needed
Cost Estimates	Annual: \$115,000 (entire highway) \$20,000 (gateways only) Start-up: \$50,000 (still requires records keeping and IT support)
Analysis	Lowest cost-benefit ratio - fewer objectives achieved This is a prohibitive approach not supported by business Provincial Highways Act allows signs now – negative optics for HRM Legal considerations - Freedom of Expression Costs would be largely enforcement , storage of signs, and communication Not largely supported by Advisory Committee or business community

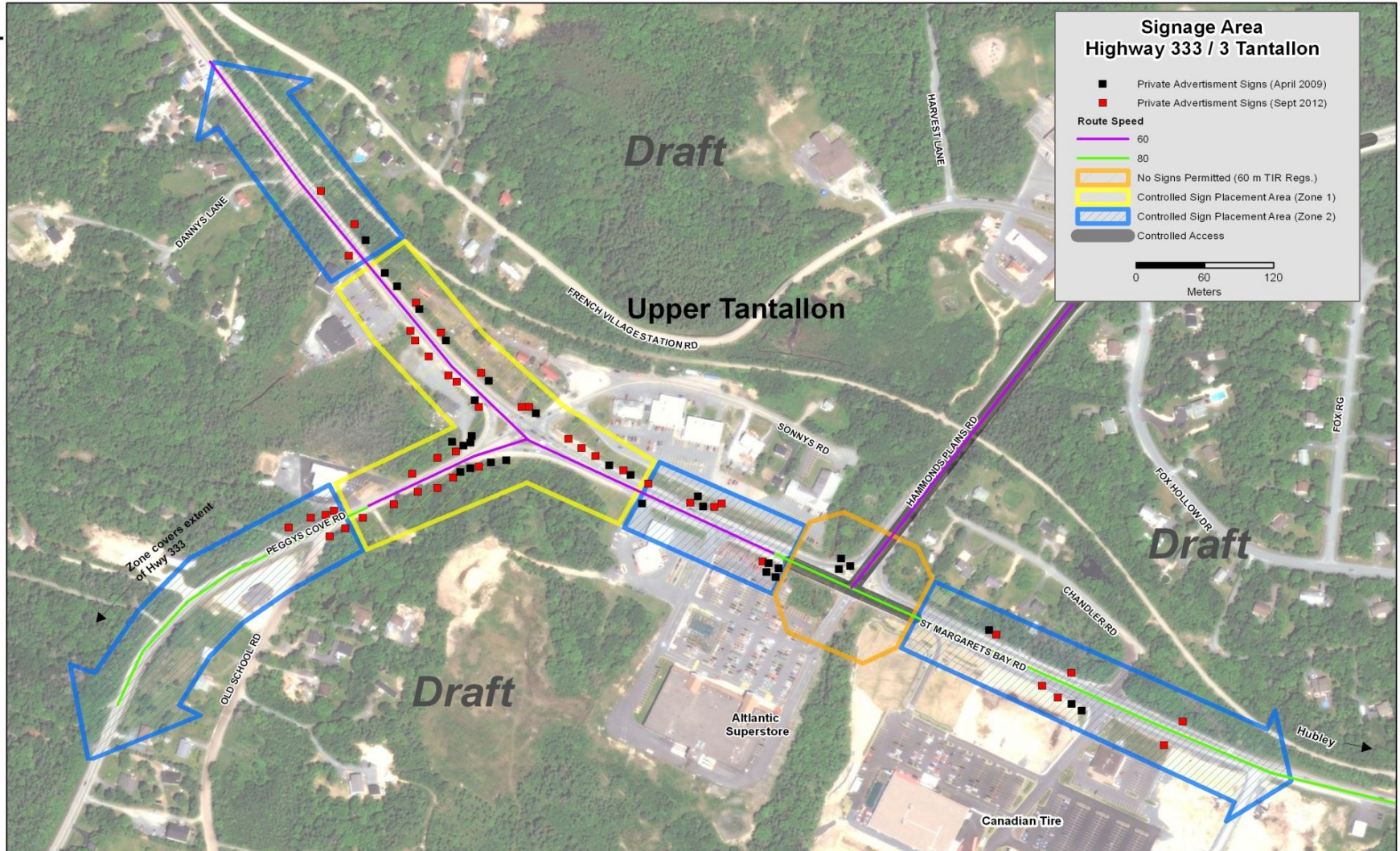
Prospect - Goodwood

MAP 1



Tantallon

Map 2



Assumptions

- * New HRM service - dedicated resources & annual budget
- * Focussed enforcement program
- * No Provincial enforcement of other illegal signs
- * Ministerial approval for future amendments
- * Solution needed for full length of Hwy 333 loop
- * Community can support but not enforce