

North West Community Council  
May 9, 2006

TO: North West Community Council

SUBMITTED BY: Gail Harnish / for  
Barb Grant, Vice Chair  
North West Planning Advisory Committee

RE: Case 00868 - Bedford Land Use By-law Amendments - Signage

DATE: May 4, 2006

**ORIGIN**

North West Planning Advisory Committee meeting - May 3, 2006

**RECOMMENDATION**

The North West Planning Advisory Committee recommend that North West Community Council:

1. Give First Reading to consider the proposed amendments to the Bedford Land Use By-law, and schedule a public hearing; and
2. Approve the proposed amendments to the Bedford Land Use By-law as set out in Attachment "D" of the staff report dated March 15, 2006, to establish site specific sign requirements for the Northgate Retail Complex (Duke Street/Highway 102), with an amendment to provide for treatment of the exposed metal beams on the proposed 35 and 40 foot signs.

Proposed wording to provide for architectural treatment of the proposed signage has been incorporated into Attachment "D" of the staff report.

**ATTACHMENTS**

Staff report dated March 15, 2006

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.  
Report prepared by: Gail Harnish, Admin/PAC Coordinator, 490-4937  
Report reviewed by: Barb Grant, Vice Chair, North West PAC

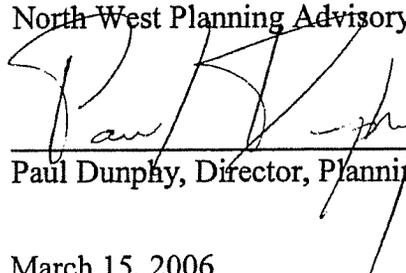


PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**North West Planning Advisory Committee**  
**May 3, 2006**

**TO:** ~~North West Planning Advisory Committee~~

**SUBMITTED BY:**

  
\_\_\_\_\_  
Paul Dunphy, Director, Planning & Development Services

**DATE:** March 15, 2006

**SUBJECT:** Case 00868: Bedford Land Use By-law Amendments - Signage

**ORIGIN**

Application by Terrain Group and Banc Developments

**RECOMMENDATION**

It is recommended that North West Community Council:

1. Move First Reading to consider the proposed amendments to the Bedford Land Use By-law, and schedule a public hearing; and
2. Approve the proposed amendments to the Bedford Land Use By-law as set out in Attachment "D" to establish site specific sign requirements for the Northgate Retail Complex (Duke Street / Highway 102).

## **BACKGROUND**

In early 2006, an application was received by the Municipality to amend the Bedford Land Use By-law to permit specific sign standards for land uses in the ILI (Light Industrial) Zone. The current Land Use By-law has standardised requirements for signs (Attachment C) which are applicable to all zones except the CMC (Mainstreet Commercial) Zone. These standard sign requirements generally require the following:

- a maximum of one ground sign per lot except for specified shopping centres.
- a maximum of two signs per business.
- facial wall signs to a maximum of 10 percent of the area of the wall.
- ground signs to a maximum height of fifteen feet.
- all signs must be located on the lot they occupy.

The applicant, Banc Developments, is developing a “big box” commercial development at the intersection of Highway 102 and Duke Street. This development is intended to include several well known “Big Box” retailers. Due to the scale of the development and the location, the applicant feels that the generally restrictive sign requirements of Bedford should be reviewed for this development. The applicant is proposing:

- specific sign requirements for the ILI Zone permitting taller signs than currently permitted.
- sign heights that match the scale of development.
- the ability to have an additional shared ground sign at the entrance to the development.
- the ability to have an additional shared ground sign adjacent highway 102.

**Public Information Meeting:** A public information meeting was held on February 2, 2006 with approximately 4 members of the public in attendance. Minutes of the meeting are provided as Attachment “A”. A mailout for this case was not done in addition to newspaper ads as the proposed amendments were not proposed to be specific to an individual property. If Council decides to schedule a public hearing on this matter, a mailout will be sent to attendees of the Public Information meeting.

## **DISCUSSION**

The following is an evaluation of the proposal under applicable policies of the Bedford MPS (Attachment “B”).

### **Signs - Policy Intent**

Policy C-33 and 34 of the Bedford MPS set out the intention to regulate signage through the implementation of general sign provisions within the Land Use By-law. These regulations typically apply to all zones except the CMC (Mainstreet Commercial) Zone which has its own regulations.

The policy does not specify the details of the regulations, those are left to Council's discretion as details are implemented through the Land Use By-law.

### Issues Identified

Staff have identified the following areas for a more detailed discussion:

Should the proposed amendments be just for the ILI (Light Industrial) Zone? It is the opinion of staff that it is reasonable to consider zone specific sign regulations. However, in order to be consistent with the MPS, amendments should be made to the general sign provisions in the Land Use By-law. Currently the LUB identifies several unique sites, such as the large shopping malls, and specifies sign standards for those sites. It is staff's suggestion that the LUB should be amended to identify the Northgate Retail Complex as one of those unique sites and that sign standards for the site be created within the general sign provisions of the Land Use By-law. It should be noted that this approach is contrary to that originally proposed by the applicant, however the end result is similar. It also should be noted that this approach maintains the current sign standards on other ILI zoned properties.

Does the Northgate site warrant special sign provisions? The type of development being proposed for the Northgate site, "big box" retail, has not been established within Bedford in the past. This type of development is characterized by large, industrial-style buildings with footprints that range from approximately 20,000 square feet (1858 m<sup>2</sup>) to 200,000 square feet (18,580 m<sup>2</sup>). The buildings are generally single-storey but have a mass of two to three-storeys. The scale of the proposed development and the scale of signs permitted under the current sign regulations contrast in scale. It is the opinion of staff that if Council wants to encourage "big box" development in this area, that sign regulations should reflect the scale of the development are reasonable.

Signs, how big is too big? Ultimately the size and height of signs is at the discretion of Council. Traditionally the Bedford Land Use By-law has contained some of the most restrictive sign provisions in the Municipality, restricting parameters such as height and the number of signs, in order to maintain the town atmosphere and promote a quality aesthetic. Additionally, the scale of recent development in Bedford has not warranted a review of the sign provisions in the Land Use By-law. It should be noted however the size of ground signs is not generally restricted by the LUB. Thus the area of a ground sign may be as large as a business owner likes provided it does not exceed the height requirements, currently 15 feet (4.57m). Specific limits on various sign types are identified below.

- a.) Big Box Ground Signs: It is the opinion of staff that the standard for retail ground signs for big box stores should be no greater than 35 feet in height and 250 square feet in area. Attachment "E" identified the relationship between the permitted signs and the proposed signs and a big box store. It is the opinion of staff that the proposed standard maintains a reasonable relationship between sign and building while the current standard results in a disproportionate relationship between the sign and the building (i.e. the sign is too small). Big box stores are defined through the provisions as stores with greater than 20,000 square

feet of floor area. Stores smaller than 20,000 square feet will be subject to a height of 20 feet and 250 square feet in area. This standard will help maintain a better relationship between the smaller signs and the adjacent larger stores. The proposed sign standards are attached as Attachment "D".

- b.) Big Box Facia Signs: Attachment "E" also identified the current standard for facia signs on a big box store. The LUB permits a single sign which can be no greater than 10 percent of the area of the wall it is attached to. It is the opinion of staff that the lack of additional signage on the building creates a long blank wall which creates a poor aesthetic. Staff are recommending that Council consider allowing up to 15 percent coverage of a building for signage, and that no single sign should exceed 10 percent coverage. This proposal would allow multiple signs on the building which in effect, break up the appearance of long, blank walls. The proposed sign standards are attached as Attachment "D".
- c.) Big Box Shared Signs: Due to the location of Northgate in an area typically developed as an industrial area, the applicant would like to have several shared signs to act as way finding signs for the development. Given the scale of the development such a request is not unreasonable. The Bedford LUB and most other HRM LUB's do not permit shared signs in addition to regular signs so there is little guidance provided by other documents. The applicant is requesting two signs, one to be located at the main entrance to the development on Duke Street at a height of 40 feet, and one located adjacent Highway 102 at a height of 60 feet. Both signs are proposed at 500 square feet. Attachment "F" identifies the visual impact of several possible sign locations for reference. Under the current LUB the area of the sign would be permitted to unlimited size, but its elevation is not. The height proposed is higher than usual but their impact should not be excessive given the topography of the site and scale of the development. The proposed sign standards are attached as Attachment "D".

Compatibility of the Uses with Surrounding Residential Area: The proposed development is surrounded by undeveloped industrial zoned land. Staff do not contemplate any incompatibilities with the proposed signs.

#### **Summary:**

It is the opinion of staff that the existing sign standards in the Bedford Land Use By-law do not match the scale of development proposed in Northgate. Staff suggest that the proposed sign standards better reflect the scale of the proposed development and are recommending Council approve the proposed amendments identified in Attachment "D".

#### **BUDGET IMPLICATIONS**

There are no immediate budget implications associated with this proposal.

**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 land use by-law amendments. This is the recommended course of action.
2. Council may choose to refuse the proposed land use by-law amendments, and in doing so, must provide reasons based on a conflict with MPS policies. This alternative is not recommended as staff is satisfied that both the proposed amendments are consistent with the policies and intent of the MPS.
3. Council may choose to alter the proposed land use by-law amendments. This is within the powers of Council but may necessitate additional report(s). In the event substantive revisions are requested subsequent to advertising for a public hearing, an additional public hearing may be required.

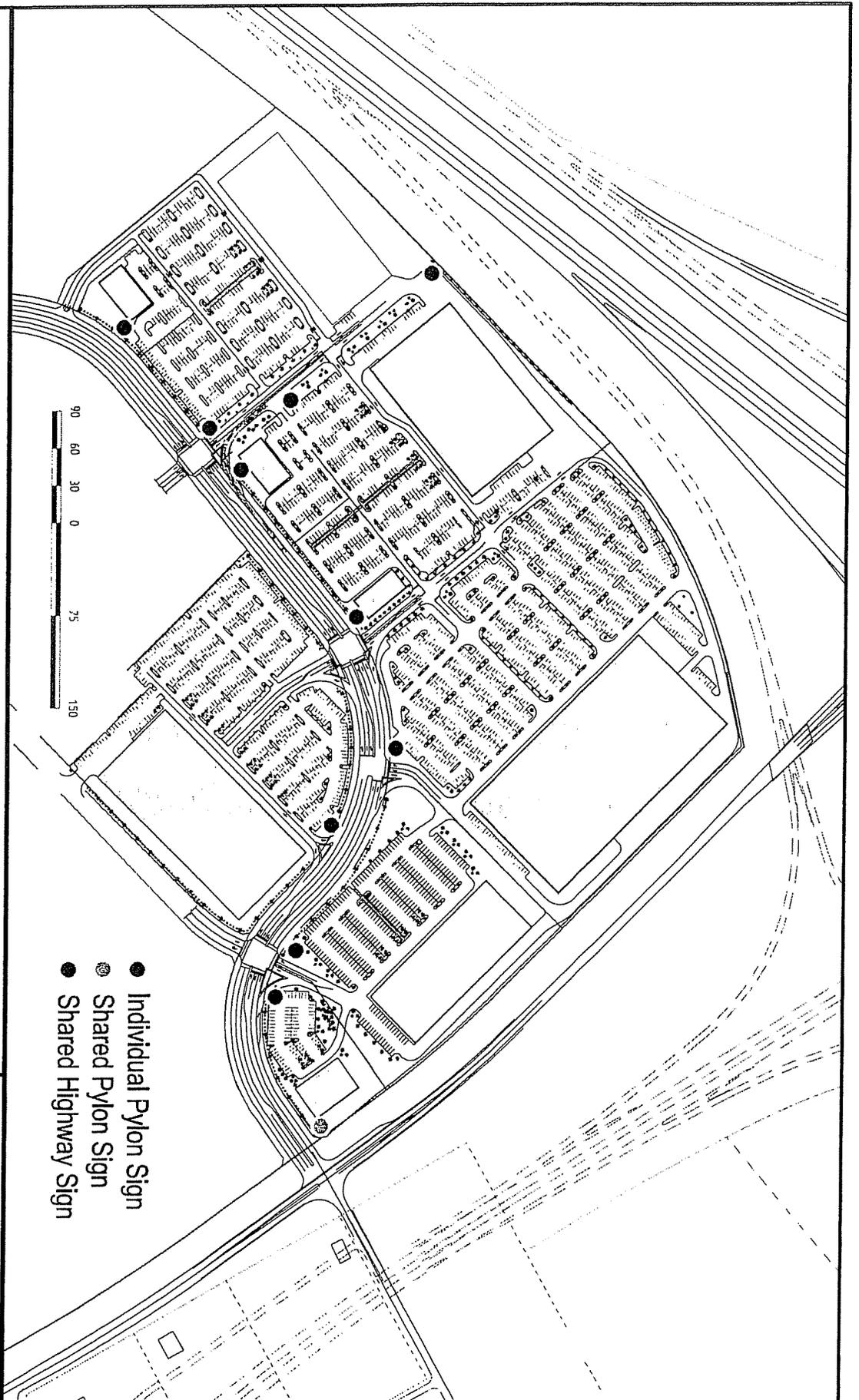
**ATTACHMENTS**

Map 1	Concept Plan Northgate Retail Complex Site
Attachment "A"	Minutes from Public Information Meeting (February 2, 2006)
Attachment "B"	Relevant MPS Policy
Attachment "C"	Existing Sign Provisions -Bedford Land Use By-law
Attachment "D"	Proposed Sign Provisions (ILI Zone) - Bedford Land Use By-law
Attachment "E"	Example of Existing and Proposed Signs in relation to a "Big Box" Store
Attachment "F"	Demonstration of the Impact of Shared Signs

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.

Report Prepared by: Andrew Bone, Planner 1, Planning and Development Services, 869-4226

# Map 1 - Concept Plan Northgate Retail Complex



## CONCEPT PLAN FEBRUARY 2, 2006

\* Concept Plan subject to change; for illustrative purposes only

B05622100\_V20 (PLAN)

- Individual Pylon Sign
- Shared Pylon Sign
- Shared Highway Sign



THE SCIENCE OF PRACTICAL SOLUTIONS  
Governors Plaza, 3rd Floor,  
26 Union Street, Bedford,  
Nova Scotia, Canada, B4A 2B5  
tel. 902.835.9955  
fax. 902.835.1645  
www.ferraingroup.ca

**Attachment "A"**  
**Minutes from Public Information Meeting (February 2, 2006)**

**HALIFAX REGIONAL MUNICIPALITY**  
**PUBLIC INFORMATION MEETING**  
**CASE NO. 00868 - BANC DEVELOPMENTS**

---

7:00 P.M.

Thursday, February 2, 2006

Basinview Drive Community Elementary School, Bedford

**IN ATTENDANCE:** Andrew Bone, Planner, HRM Planning Services  
Cara McFarlane, Administrative Support, HRM Planning Services

**ALSO PRESENT:** Lyman Langille, Banc Developments, Applicant  
Kate Greene, Terrain Group  
Councillor Len Goucher, District 21  
Gloria Lowther, North West Planning Advisory Committee  
Don Lowther, Bedford Waters Advisory Board

**OTHERS IN ATTENDANCE:** Approximately 4

---

The meeting commenced at approximately 7:00 p.m.

**1. Opening remarks/Introductions/Purpose of meeting - Andrew Bone**

Mr. Bone introduced himself as the Planner assigned to this application; Len Goucher, Deputy Mayor and Councillor for District 21; Kate Greene, Terrain Group, representing Banc Developments; and Cara McFarlane, Administrative Support.

The minutes from this meeting will be attached to the staff report that will be presented to North West Planning Advisory Committee (NWPAC) and North West Community Council (NWCC) in the near future.

The application is a request to amend the Bedford Land Use By-law (LUB) to change the sign provisions for the ILI (Light Industrial) Zone.

Mr. Bone went over the existing general sign provisions in Bedford. Specifically the amendment which relates to facial signs, signs on the sides of the building and ground signs.

The request is to specifically amend those provisions but only in the ILI Zone.

There are two areas that are zoned ILI, Atlantic Acres Industrial Park and a large portion of undeveloped land off of Duke Street which is being referred to as Northgate. The Atlantic Acres Industrial Park is primarily developed already. The sign provisions could impact those properties but for the most part it will impact the undeveloped piece of land off of Duke Street.

The ILI Zone permits almost everything but residential. The applicant is looking at the Northgate side of the site, which is bounded by Highway 102 and Duke Street, to possibly establish some retail. Because of the proximity of the highway, the applicant is interested in increasing the provisions for signs. This is one of the only commercial areas that would be readily visible from a 100 series highway.

The request in general does not appear to violate any policy within the Bedford Municipal Planning Strategy (MPS). As a result, this is a LUB amendment. Mr. Bone showed the process for a LUB amendment.

## **2. Overview of planning process - Andrew Bone**

Subsequent to the meeting tonight and further consultation with Terrain Group, staff will be in a position to write a report which would be forwarded to the NWPAC for comment and then to NWCC for a review before making a decision. Subsequent to a decision by NWCC there would be an appeal period where Council's decision could be appealed. Subsequent to the appeal period ending, the changes would then become active.

## **3. Presentation of proposal - Kate Greene**

This development is within the ILI Zone and can proceed as of right. When the applicant looked at going forward with the development, some of the sign provisions were very limiting. We would like to develop some regulations that are a bit more flexible in allowing needed signage on buildings. When the Bedford LUB was first developed the signage provisions worked well with an urban, commercial mainstreet which is what you would see along the Bedford Highway. This development is away from the residential area and the Bedford Highway. It is adjacent to Highway 102 and because of this it would be worth while and okay to increase the signage area.

Ms. Greene and Mr. Bone have written some initial by-laws. Currently a maximum of two signs are allowed. The height of the signs can only be fifteen feet high. The provisions are intended for smaller buildings. Within the ILI Zone the commercial buildings are typically larger; therefore, the applicant would like to see signs of thirty-five feet (standard regulations that are used around the Province and Atlantic Canada).

The shared signs are larger signs that would go on the outside of the development. One would be on the highway and one at the entrance to the development. The applicant would like to see higher signs there (sixty feet). The size of the sign doesn't change it is just lifted up higher because there is a significant grade differential between the highway and the site. She showed a concept plan of where the signs would go. The red dots (shown on overhead) indicated the individual pylon signs. One pylon sign per lot is permitted. There would be a shared sign on Duke Street and another shared sign on the highway.

#### 4. Questions and comments

Mr. Lowther asked what the setback would be from the 100 series highway. Ms. Greene said for a structure it is ten metres but a permit is needed for views for anything within 100 metres. Mr. Lowther asked if the setback includes the off-ramp. Ms. Greene said it does. There are also trees in the right of way. The applicant would like to construct higher signs because of the grad difference and to avoid cutting the trees. This is the only ILI Zone that touches the 100 series highway. The amended provision for shared signs is written to go with a large scale development (300,000 square feet or greater). The regulations will be written so they fit specifically to this site.

Ms. Greene said currently only two signs are permitted. Therefore, if you had a pylon sign you could only have one wall sign. Typically retailers have more than one sign on the building. She believes these signs actually help to break up the large buildings. Without the breakup there is a lot of wall. Putting a sign on the wall gives the building more distinction and helps people to figure out where things are within the building.

Councillor Goucher asked how many facial signs are wanted by the applicant. Ms. Greene said it would be directly tied with the size of the wall of the building. In one case, shown on overhead, the wall is showing ten percent signage. In a second case, shown on overhead, the wall is showing fifteen percent signage. That means the signage does not take up anymore than fifteen percent of the total area of the wall. Mr. Bone said the percentage of wall area is a typical means to control signage on large structures. It seems to vary quite a bit in North America. Some municipalities go as low as six percent and some as high as twenty percent. Currently in Bedford it is at ten percent.

Councillor Goucher said the owner approached him because they needed three signs and they were only allowed two. Tonight's proposal is drastically different. Here we are talking about multiple facial signs and the height of signs. Mr. Bone said the staff report will provide some analysis as to what is typical of these types of developments, what is the current standard and what the impacts are from a visual stand point of either making the changes or not. A recommendation will be provided as to what staff thinks the changes should be.

A large commercial development like this is not typical for Bedford. The main reason is that none of the developed sites are large enough to support this type of development. This is the reason to develop on the Northgate site. From staff's perspective it is not unreasonable to take a look at the request. With percentage of coverage too low the signs won't fit in right and too high of a number the signs would be too large. We have to find the right number that works.

Given Bedford's current standards, Councillor Goucher feels that sixty and fifty foot high signs don't fit in. Mr. Bone assured Councillor Goucher that there is not a level of comfort with the height of the sign. Thirty-five feet is typical for most signs, but there may be instances where fifty and sixty foot signs may be appropriate. Staff may be looking for further information from Terrain Group to further justify the need for more height and further indicate what that impact will be and how it will look in that particular site. If there was a flat site and it was immediately adjacent to the highway, fifty and sixty feet signs would not be appropriate.

Ms. Greene said it is a shared sign and the request is because of the grade difference from the site to Highway 102. This is a regional site, not just Bedford. Councillor Goucher said what is being suggested is a huge deviation from what is allowed. He does not want to see the main body of the sign by-law touched. Mr. Bone said the sign by-law in Bedford matches the character of the community specifically the downtown/urban commercial strip. The need for a higher sign is not there. The former Town of Bedford, when designing those policies, were very restrictive.

Councillor Goucher appreciates the reference to Highway 102 and to keep the amendment site specific. Staff thinks there are controls that can be put in place through the land use by-law that would ultimately keep the amendment to the site. General changes have to be made, but through residential setbacks and requirements of proximity to highway, the sign requirements will apply only to this property.

Councillor Goucher said there is some suggestion that there may be a significant residential portion directly adjacent to this. Mr. Bone said the sign requirements would still reflect that setback. Councillor Goucher mentioned that any changes made here will directly affect that residential portion. Mr. Bone mentioned that through those requirements, there are ways to mitigate the system. If this moves forward, he intends to make sure the standards for the rest of the ILI Zones will remain the same.

Ms. Lowther referred to the concept plan when she asked if all the red dots referred to a thirty-five foot sign. How much of an area is being developed? Layman Langille said about 67 acres. Ms. Lowther said there would be approximately nine thirty-five foot signs. Would there be anything in the amendment to say how many thirty-five foot signs will be allowed. Are you looking at each individual lot having a thirty-five foot sign? Ms. Greene said it would be every lot. This is the way it is currently written in the land use by-law.

Ms. Greene said she talked to Mr. Bone regarding creating a landscaping requirement as well so there wouldn't be just straight signs. Mr. Bone said these are big box type of stores that are being propose. They are a permitted land use. Fifteen foot signs are currently allowed and thirty-five foot signs are being requested. In the scale of the height and size of the structures, the thirty-five foot sign will not look out of context. Ms. Lowther said it wouldn't look out of context, but it would be a big change. There are things (different signage and landscaping) that can be done to ease the feeling of being overpowered by signs and make it more compatible with what will happen around the area.

Mr. Bone said ultimately there is limited guidance within the ILI Zone. The development will happen through an as of right process. There is not a lot of control on the look of the buildings. Ms. Greene mentioned that Bedford has great landscaping provisions that will apply in this case. All of the green dots on the concept plan are trees.

Mr. Pryce gave the signage at Canadian Tire in Bridgewater as an example. The facial signage breaks up the building.

Councillor Goucher would like to see the development happen, but the sign by-law needs to be secured so it cannot be opened up to the general public. The good thing about this site is that it is in

a real ILI Zone, by the highway and in a place where you would expect to have a development like this. He would like to see something that is going to be acceptable to everyone.

Jenifer Tsang referred to the elevation drawing when she mentioned that the current by-law regulates facial signs by area and also two signs per business. This proposal looks better as it breaks up the wall of the building. The amount of area per sign is the same. Mr. Bone mentioned that currently in Bedford the demonstrated building (shown on overhead) could have two signs. Ms. Tsang said a lot of these big box stores have smaller businesses within them. Facial signage looks better and helps identify where things are within the building.

Mr. Bone said in the report staff will ensure what the implications are and some examples from around the Municipality will be provided. Councillor Goucher would like to see the grade differentials. Ms. Greene said in order to see the sign coming from the airport it has to be at 120 feet high. They thought this proposal was more reasonable. Mr. Bone said it has already been indicated to Terrain Group that staff will need some further evidence showing the impact of that particular sign. Councillor Goucher would like to have a meeting before the application goes before council to see what is planned.

Mr. Lowther asked what the likelihood of reading the ten percent or even fifteen percent signage from the highway would be when a person is driving at 100 to 110 km/hr. Mr. Bone said given the site plan there is some grade difference between the highway and the site. Beside the off-ramp is a large piece of land that is owned by Department of Transportation so there is quite a separation between the highway and the site.

Councillor Goucher asked what the setback from the off-ramp would be. Ms. Greene said it would be the setback plus the right of way. Mr. Bone said the Province can say no up to sixty metres. Ms. Greene explained that the highway is on a hill. One end is higher than the other. The sign could be put further back on the higher end.

## **5. Closing comments**

Mr. Bone mentioned that the next public meeting would be the hearing. The public will then have a chance to see the full details.

## **6. Adjournment**

The meeting adjourned at approximately 7:46 p.m.

**Attachment "B"**  
**Relevant MPS Policy**

**COMMERCIAL OBJECTIVE**

**To encourage the development of business and commercial uses to serve the Town and surrounding areas; to ensure that commercial uses are located and designed to minimize intrusion upon existing residential neighbourhoods; to promote attractive commercial areas within the Town through the regulation of commercial signage, parking, and building design; to foster the development of a pedestrian oriented commercial core to provide the Town with a commercial focus which relates to its heritage and will foster the development of a Town identity.**

**Aesthetics of Commercial Activities**

As indicated earlier in this chapter, a number of concerns were raised during the review of the Municipal Planning Strategy regarding recent commercial development in the Town. One of the concerns focussed on the appearance of new commercial establishments. Larger buildings, larger parking lots, increased commercial signage, minimal landscaping, and in some cases, inappropriate and insensitive architectural design has resulted in comments regarding the aesthetics of new commercial buildings. Policy C-33 outlines the intention of Town Council to develop and enforce architectural design, landscaping, and parking guidelines which are intended to improve the aesthetics of new commercial developments, such that they will be an asset to the Town. Signage associated with commercial uses shall be regulated through provisions in the Land Use By-law as indicated in Policy C-34.

**Aesthetics of Commercial Activities**

Policy C-33:

It shall be the intention of Town Council, in areas designated Commercial, to improve the aesthetics of such commercial areas by encouraging rear yard parking, discouraging large front yard setbacks and parking in front and side yards, regulating commercial signage, requiring landscaping, and regulating the architectural design of new and redeveloped commercial buildings through requirements in the Land Use By-law.

Policy C-34:

It shall be the intention of Town Council to include in the Land Use By-law provision for the general regulation of signage in all zones, except the Mainstreet Commercial Zone, including prohibition on certain types of signs, as well as type, size, number and location. Within the Mainstreet Commercial Zone it shall be the intention of Town Council to include specific sign regulations to ensure that signage in this zone is compatible with the small scale, pedestrian orientation of the area. These provisions shall relate to the nature, size, location, number, and type of signs (including signboards, projecting signs, sandwich boards, canopies, mobile signs, and window signs) as well as their illumination. A time limit will also be established for temporary mobile signs.

Policy Z-3:

It shall be the policy of Town Council when considering zoning amendments and development agreements [excluding the WFCDD area] with the advice of the Planning Department, to have regard for all other relevant criteria as set out in various policies of this plan as well as the following matters :

1. That the proposal is in conformance with the intent of this Plan and with the requirements of all other Town By-laws and regulations, and where applicable, Policy R-16 is specifically met;
2. That the proposal is compatible with adjacent uses and the existing development form in the neighbourhood in terms of the use, bulk, and scale of the proposal;
3. That provisions are made for buffers and/or separations to reduce the impact of the proposed development where incompatibilities with adjacent uses are anticipated;
4. That provisions are made for safe access to the project with minimal impact on the adjacent street network;
5. That a written analysis of the proposal is provided by staff which addresses whether the proposal is premature or inappropriate by reason of:
  - i) the financial capability of the Town to absorb any capital or operating costs relating to the development;
  - ii) the adequacy of sewer services within the proposed development and the surrounding area, or if services are not provided, the adequacy of physical site conditions for private on-site sewer and water systems;
  - iii) the adequacy of water services for domestic services and fire flows at Insurers Advisory Organization (I.A.O.) levels; the impact on water services of development on adjacent lands is to be considered;
  - iv) precipitating or contributing to a pollution problem in the area relating to emissions to the air or discharge to the ground or water bodies of chemical pollutants;
  - v) the adequacy of the storm water system with regard to erosion and sedimentation on adjacent and downstream areas (including parklands) and on watercourses;
  - vi) the adequacy of school facilities within the Town of Bedford including, but not limited to, classrooms, gymnasiums, libraries, music rooms, etc.;
  - vii) the adequacy of recreational land and/ or facilities;
  - viii) the adequacy of street networks in, adjacent to, or leading toward the development regarding congestion and traffic hazards and the adequacy of existing and proposed access routes;
  - ix) impact on public access to rivers, lakes, and Bedford Bay shorelines;
  - x) the presence of significant natural features or historical buildings and sites;
  - xi) creating a scattered development pattern which requires extensions to trunk facilities and public services beyond the Primary Development Boundary;
  - xii) impact on environmentally sensitive areas identified on the Environmentally Sensitive Areas Map; and,
  - xiii) suitability of the proposed development's siting plan with regard to the physical characteristics of the site.

6. Where this plan provides for development agreements to ensure compatibility or reduce potential conflicts with adjacent land uses, such agreements may relate to, but are not limited to, the following:
  - i) type of use, density, and phasing;
  - ii) traffic generation, access to and egress from the site, and parking;
  - iii) open storage and landscaping;
  - iv) provisions for pedestrian movement and safety;
  - v) provision and development of open space, parks, and walkways;
  - vi) drainage, both natural and subsurface;
  - vii) the compatibility of the structure(s) in terms of external design and external appearance with adjacent uses; and,
  - viii) the implementation of measures during construction to minimize and mitigate adverse impacts on watercourses.
7. Any other matter enabled by Sections 73 and 74 of the Planning Act.
8. In addition to the foregoing, all zoning amendments and development agreements shall be prepared in sufficient details to:
  - i) provide Council with a clear indication of the nature of the proposed development; and
  - ii) permit staff to assess and determine the impact such development would have on the proposed site and the surrounding community.
9. To assist in the evaluation of applications to enter into development agreements, Council shall encourage proponents to provide the following information:
  - a) a plan to a scale of 1":100' or 1":40' showing such items as:
    - i) an overall concept plan showing the location of all proposed land uses;
    - ii) each residential area indicating the number of dwelling units of each type and an indication of the number of bedrooms;
    - iii) description, area, and location of all proposed commercial, cultural, mixed-use projects proposed;
    - iv) location, area, shape, landscaping and surface treatment of all public and private open spaces and/or park areas;
    - v) plan(s) showing all proposed streets, walkways, sidewalks, bus bays and bike routes;
    - vi) a description of any protected viewplanes; and,
    - vii) an indication of how the phasing and scheduling is to proceed.
  - b) For individual phases of a development more detailed concept plans are to be provided indicating such items as maximum building heights, location and configuration of parking lots, landscaping plans, and any additional information required to be able to assess the proposal in terms of the provisions of the Municipal Planning Strategy.
  - c) Plans to the scale of 1":100' showing schematics of the proposed sanitary and storm sewer systems and, water distribution system.

10. Within any designation, where a holding zone has been established pursuant to "Infrastructure Charges - Policy IC-6", Subdivision Approval shall be subject to the provisions of the Subdivision By-law respecting the maximum number of lots created per year, except in accordance with the development agreement provisions of the MGA and the "Infrastructure Charges" Policies of this MPS. (RC-July 2/02; Effective-Aug 17/02)

Policy I-1:

It shall be the intention of Town Council through the Economic Development Commission to undertake a marketing and promotion campaign to actively market and promote the Town of Bedford in efforts to attract new industrial development.

Policy I-2:

It shall be the intention of Town Council to direct and encourage industrial development in areas designated "Industrial" on the Generalized Future Land Use Map. The following industrial zones shall be applied within the Industrial designation:

- a) Light Industrial Zone (ILI) which permits industrial uses, including but not limited to, manufacturing, processing, assembly or warehousing operations, shopping centre commercial uses, commercial uses permitted within the General Business District (CGB) Zone, and utility (SU) uses. Commercial office uses permitted within the GBD Zone shall be permitted by development agreement. Light industrial and permitted commercial uses shall be encouraged to locate in the Atlantic Acres Industrial Park, in immediately adjacent industrial areas, and in the southern portion of the Bedford Industrial Park.
- b) Harbour Oriented Zone (IHO) which permits light industrial uses requiring direct access to Bedford Basin, marine technology and research facilities, recreational uses, and utilities (SU).
- c) Heavy Industrial (IHI) Zone which permits heavy industrial uses including, but not limited to, manufacturing, railway uses, concrete brick and asphalt plants, recycling facilities, utilities, bulk storage facilities, construction industries, dry cleaning establishments and industrial uses permitted within the ILI Zone.

**Attachment "C"**  
**Existing Sign Provisions - Bedford Land Use By-law**

**GENERAL PROVISIONS: SIGNS**

**38. Signs**

**1. General**

- a) No person shall erect a sign without first obtaining a development permit from the Development Officer;
- b) All signs shall be located on the lot containing the business being advertised;
- c) Not more than two signs per business shall be permitted;
- d) The following sign provisions in Subsections 4, 5, 6, and 7 do not apply to the CMC Mainstreet Commercial Zone.
- e) Notwithstanding c) above not more than one ground sign per lot shall be permitted except for Bedford Place Mall, Sunnyside Mall and Sobey's Mill Cove Shopping Centre where not more than two ground signs per lot shall be permitted.

**2. Signs Permitted In All Zones**

The following signs shall be permitted in all zones;

- a) name and street number of residential and non-residential buildings;
- b) "No Trespassing" signs and other such signs regulating the use of a property, provided said sign does not exceed two (2) square feet in area;
- c) "For Sale" or "For Rent" signs, provided such signs do not exceed six (6) square feet per face in any residential zone and thirty-two (32) square feet per face in any non-residential zone;
- d) signs regulating traffic within the lot or giving direction or identifying the function of part or all of a building, provided that such signs do not exceed five (5) square feet in area;
- e) signs erected by a governmental body or public authority such as traffic signs, railroad crossing signs, signs identifying public properties and buildings without limitation as to the maximum sign areas, and lists of electors;
- f) memorial signs or tablets and signs denoting the date or erection of a building as well as signs identifying historic sites;
- g) flag, pennant, or insignia of any government or religious, charitable, or fraternal organization;
- h) signs which are incidental to construction and are located on the same lot, provided that such sign shall not exceed sixty-four (64) square feet in area;
- j) notices of religious or patriotic demonstrations and public exhibitions.

**3. Signs Prohibited In All Zones**

The following signs shall not be permitted or erected in any zone, notwithstanding anything else contained in this By-law:

- a) signs having flashing or moving illumination which varies in intensity or colour, signs having moving parts, whether caused by mechanical apparatus, electrical pulsation, or normal wind current;
- b) portable signs except for once per business for a maximum period of sixty (60) continuous days for new business openings;
- c) any sign which creates a hazard to public safety;
- d) any sign proximate to a roadway or driveway which obstructs the vision of vehicular drivers whether by virtue of its sign location, appearance or illumination or which obscures or obstructs any traffic control sign or device of any public authority;
- e) any sign which obstructs access to or from a fire escape, door, window, or other required fire exit;
- f) signs which resemble traffic control signs of any public authority, whether by shape, colour, message or location which would interfere with or confuse traffic along a public road;
- g) any sign which advertises a product which is no longer sold or a business which is no longer in operation;
- h) signs which are not located on the same lot as the commercial establishment, which state the name of the said establishment and the type of business or products of said establishments;
- i) signs on public property or public rights-of-way unless erected by a public authority or specifically permitted by the Town;
- j) string lights, other than for temporary holiday decoration whose illumination is unshielded from adjacent properties;
- k) searchlights, pennants, spinners, banners, and streamers, except for temporary uses such as grand openings and exhibitions;
- l) signs located on or affixed to the roof of any structure;
- m) signs affixed to natural objects (trees, stones).

#### **4. Facial Wall Signs**

No facial wall sign shall:

- a) extend above the top of the wall on which it is affixed;
- b) extend beyond the extremities of the wall on which it is affixed;
- c) include more than one message for each business premise in the building on which it is affixed where the building contains multiple occupancies;
- d) have an area which exceeds ten (10) percent of the area of the wall on which it is attached;

#### **5. Projecting Wall Signs**

No projecting wall sign shall:

- a) project over a public right-of-way unless otherwise provided for in this By-law;
- b) project more than six (6) feet from the wall on which it is attached;

- c) project above the eaves, parapet or roof line of a building;
- d) be erected below a height of ten (10) feet above grade;
- e) have a single face area greater than sixteen (16) square feet;
- f) canopies and awnings incorporating signage are not subject to subsections a), c), d), and e).

## **6. Ground Signs Or Free Standing Signs**

No ground sign shall:

- a) exceed a height of fifteen (15) feet from the grade to the highest part of the sign;
- b) be set back less than five (5) feet from the front lot line, or the flankage lot line of a corner lot, in any commercial zone, subject to Section 20, Part 5.

## **7. Signs In A Residential Zone**

Unless otherwise regulated in this By-law, no sign in any Residential Zone shall exceed three (3) square feet in sign area or be higher than five (5) feet from grade to the top of the sign in the case of a ground sign.

**Attachment "D"**  
**Proposed Sign Provisions -Bedford Land Use By-law**

**GENERAL PROVISIONS: SIGNS**

**38. Signs**

**1. General**

- a) No person shall erect a sign without first obtaining a development permit from the Development Officer;
- b) All signs shall be located on the lot containing the business being advertised;
- c) Not more than two signs per business shall be permitted;
- d) The following sign provisions in Subsections 4, 5, 6, and 7 do not apply to the CMC Mainstreet Commercial Zone.
- e) Notwithstanding c) above not more than one ground sign per lot shall be permitted except for Bedford Place Mall, Sunnyside Mall and Sobey's Mill Cove Shopping Centre where not more than two ground signs per lot shall be permitted.
- f) *Notwithstanding b), c) and 38.3(h) the Northgate Retail Complex (Duke Street and Highway 102, PID#'s 41177312, 41177304, 00416222, 41033861, 40278509) shall be permitted to contain two shared ground signs in addition to all other permitted signs. These ground signs shall be located adjacent to the main entrance on Duke Street and adjacent Highway 102. No more than one sign shall be permitted in either location.*

**2. Signs Permitted In All Zones**

The following signs shall be permitted in all zones;

- a) name and street number of residential and non-residential buildings;
- b) "No Trespassing" signs and other such signs regulating the use of a property, provided said sign does not exceed two (2) square feet in area;
- c) "For Sale" or "For Rent" signs, provided such signs do not exceed six (6) square feet per face in any residential zone and thirty-two (32) square feet per face in any non-residential zone;
- d) signs regulating traffic within the lot or giving direction or identifying the function of part or all of a building, provided that such signs do not exceed five (5) square feet in area;
- e) signs erected by a governmental body or public authority such as traffic signs, railroad crossing signs, signs identifying public properties and buildings without limitation as to the maximum sign areas, and lists of electors;
- f) memorial signs or tablets and signs denoting the date or erection of a building as well as signs identifying historic sites;
- g) flag, pennant, or insignia of any government or religious, charitable, or fraternal organization;

- h) signs which are incidental to construction and are located on the same lot, provided that such sign shall not exceed sixty-four (64) square feet in area;
- j) notices of religious or patriotic demonstrations and public exhibitions.

### 3. Signs Prohibited In All Zones

The following signs shall not be permitted or erected in any zone, notwithstanding anything else contained in this By-law:

- a) signs having flashing or moving illumination which varies in intensity or colour, signs having moving parts, whether caused by mechanical apparatus, electrical pulsation, or normal wind current;
- b) portable signs except for once per business for a maximum period of sixty (60) continuous days for new business openings;
- c) any sign which creates a hazard to public safety;
- d) any sign proximate to a roadway or driveway which obstructs the vision of vehicular drivers whether by virtue of its sign location, appearance or illumination or which obscures or obstructs any traffic control sign or device of any public authority;
- e) any sign which obstructs access to or from a fire escape, door, window, or other required fire exit;
- f) signs which resemble traffic control signs of any public authority, whether by shape, colour, message or location which would interfere with or confuse traffic along a public road;
- g) any sign which advertises a product which is no longer sold or a business which is no longer in operation;
- h) signs which are not located on the same lot as the commercial establishment, which state the name of the said establishment and the type of business or products of said establishments;
- i) signs on public property or public rights-of-way unless erected by a public authority or specifically permitted by the Town;
- j) string lights, other than for temporary holiday decoration whose illumination is unshielded from adjacent properties;
- k) searchlights, pennants, spinners, banners, and streamers, except for temporary uses such as grand openings and exhibitions;
- l) signs located on or affixed to the roof of any structure;
- m) signs affixed to natural objects (trees, stones).

### 4. Facial Wall Signs

No facial wall sign shall:

- a) extend above the top of the wall on which it is affixed;
- b) extend beyond the extremities of the wall on which it is affixed;

- c) include more than one message for each business premise in the building on which it is affixed where the building contains multiple occupancies;
- d) have an area which exceeds ten (10) percent of the area of the wall on which it is attached;
- e) *within the Northgate Retail Complex, no single fascia sign shall exceed 10 percent of the area of the wall on which it is attached and the total area of all fascia signs on a wall shall not exceed 15 percent of the area of the wall to which it is attached. For the purposes of this section all fascia wall signs shall count as one sign. Signs on an individual building may contain more than one message per business premise.*

## 5. Projecting Wall Signs

No projecting wall sign shall:

- a) project over a public right-of-way unless otherwise provided for in this By-law;
- b) project more than six (6) feet from the wall on which it is attached;
- c) project above the eaves, parapet or roof line of a building;
- d) be erected below a height of ten (10) feet above grade;
- e) have a single face area greater than sixteen (16) square feet;
- f) canopies and awnings incorporating signage are not subject to subsections a), c), d), and e);
- g) *within the Northgate Retail Complex, canopies and awnings incorporating signage shall be considered fascia wall signs.*

## 6. Ground Signs Or Free Standing Signs

No ground sign shall:

- a) exceed a height of fifteen (15) feet from the grade to the highest part of the sign;
- b) be set back less than five (5) feet from the front lot line, or the flankage lot line of a corner lot, in any commercial zone, subject to Section 20, Part 5.
- c) *notwithstanding a) and b) the Northgate Retail Complex (near Duke Street and Highway 102) , no sign shall exceed 35 feet in height or exceed 250 square feet in size per face for buildings greater than 20,000 square feet or greater in size. No sign shall be set back less than ten (10) feet from the front lot line, or the flankage lot line of a corner lot, subject to Section 20, Part 5. Furthermore the supporting structure of such ground sign shall not include exposed metal pole(s) or beams, but should be surrounded by a decorative cover or wrap which includes architectural elements compatible with the sign. Pole covers shall be made of a shell of stone, brick, ornamental metal or similar materials.*
- d) *notwithstanding a) the Northgate Retail Complex (near Duke Street and Highway 102), no sign shall exceed 20 feet in height or exceed 250 square feet in size per face for buildings smaller than 20,000 square feet in size. No sign shall be set back less than five (5) feet from the front lot line, or the flankage lot line of a corner lot, subject to Section 20, Part 5.*

**6A. Shared Ground Signs (Northgate Retail Complex)**

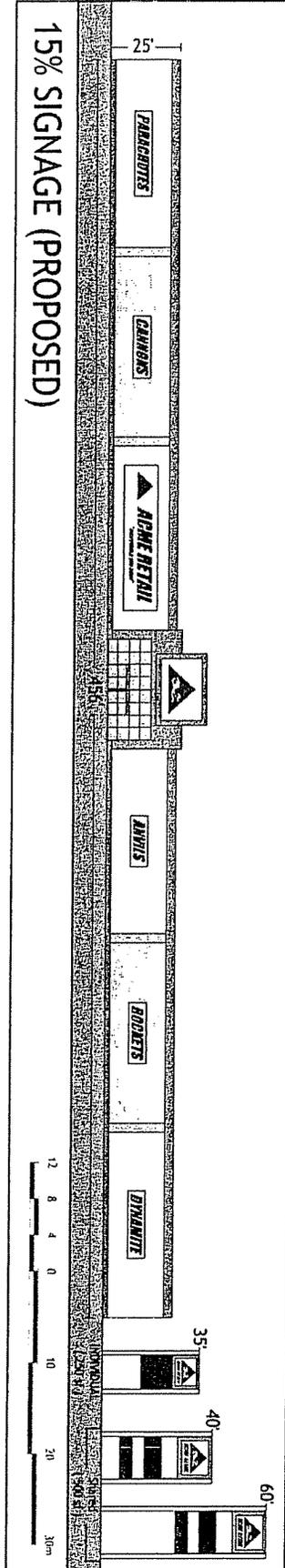
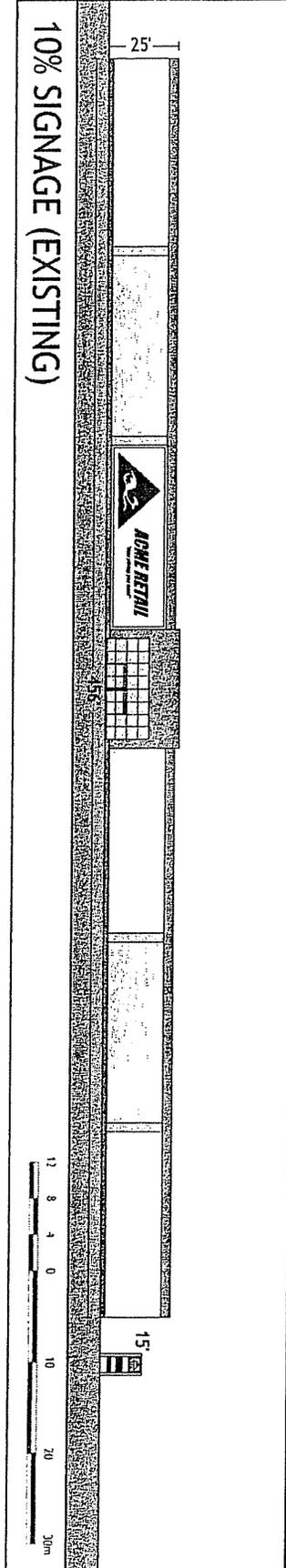
*No shared ground sign enabled under Section 38. 1. f) shall:*

- a) exceed 60 feet in height or 500 square feet in area, adjacent to Highway 102 .*
- b) exceed 40 feet in height or 500 square feet in area, adjacent to Duke Street.*

*Furthermore the supporting structure of such ground sign shall not include exposed metal pole(s) or beams, but should be surrounded by a decorative cover or wrap which includes architectural elements compatible with the sign. Pole covers shall be made of a shell of stone, brick, ornamental metal or similar materials.*

**7. Signs In A Residential Zone**

Unless otherwise regulated in this By-law, no sign in any Residential Zone shall exceed three (3) square feet in sign area or be higher than five (5) feet from grade to the top of the sign in the case of a ground sign.



# FACIAL WALL SIGNAGE

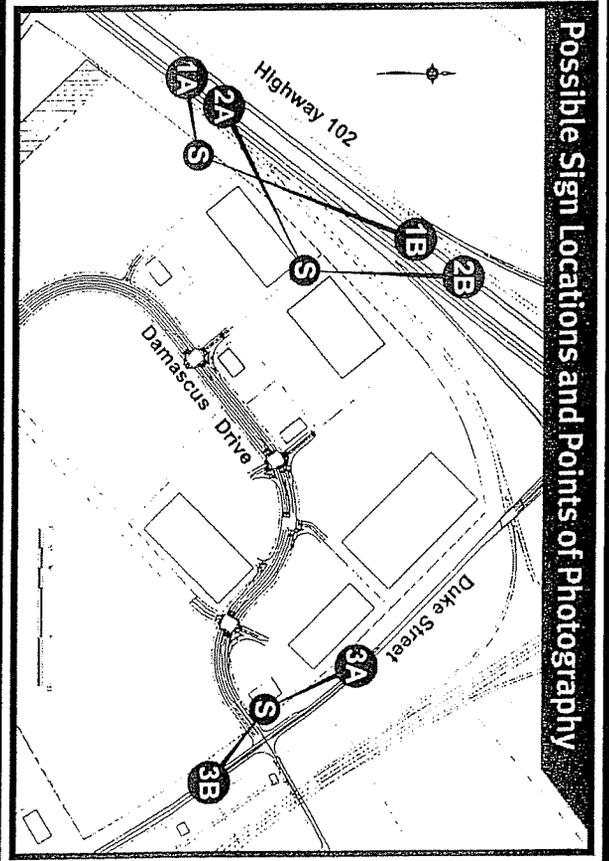
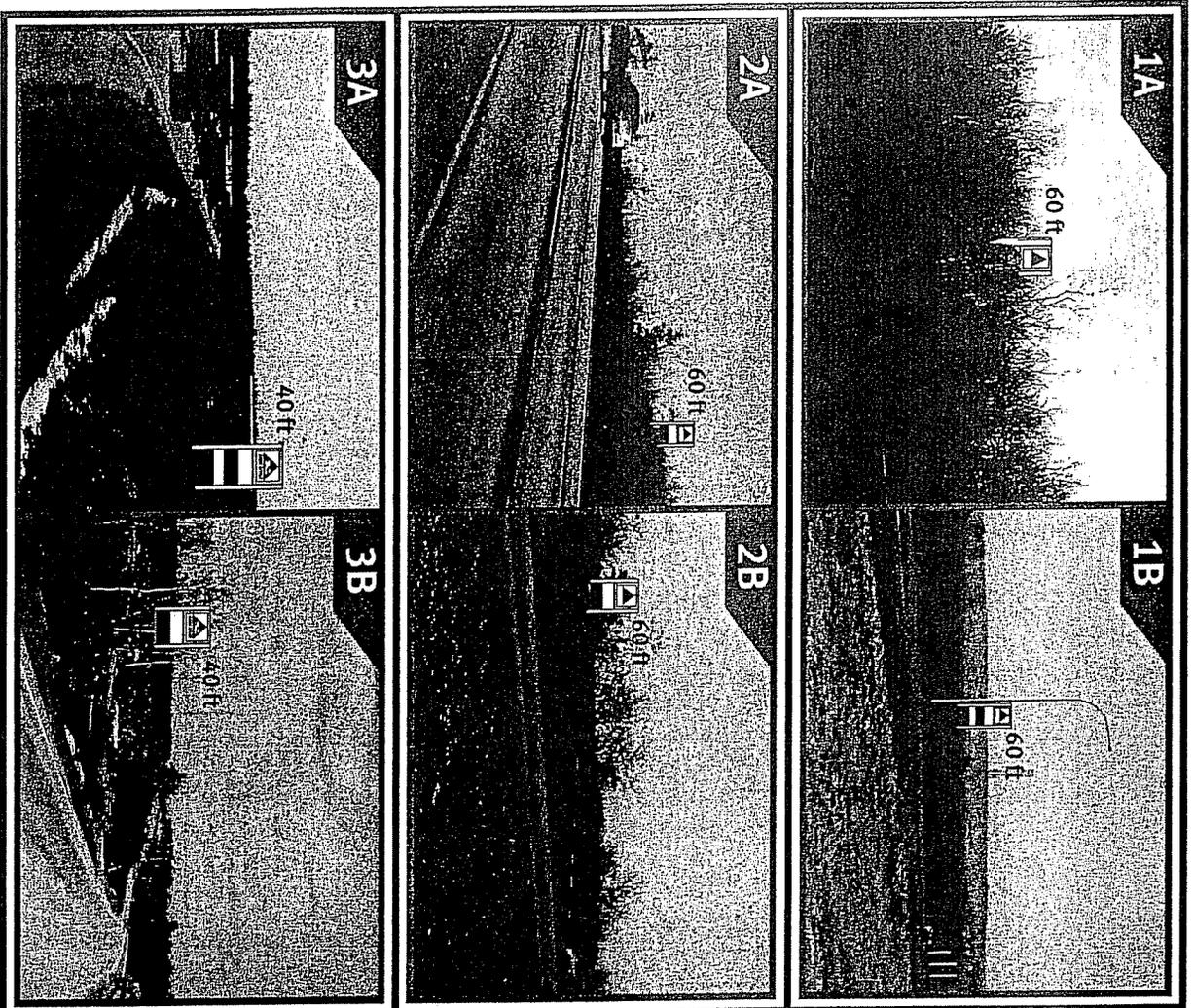
March 14, 2006

\* Fictional illustration for presentation purposes only

B05522100\_V21 (STOREFRONT)

**terrain**  
 THE SCIENCE OF PRACTICAL SOLUTIONS  
 Governor's Place, 3rd floor  
 26 Union Street, Bedford, MA 01730  
 Phone: 902.835.9955 | Fax: 902.835.4445  
 Email: info@terraingroup.com | Website: www.terraingroup.com

Attachment "F"  
 Demonstration of the Visual Impact of Shared Signs



**PROPOSED SHARED PYLON SIGNS**

Northgate, Bedford Nova Scotia  
 Banc Developments Ltd.

March 14, 2006

Concept Only, Subject to Change

B05522100\_V21



