



Agenda

- **What is the Temporary Sign Bylaw**
- **Proposed Amendments**
- **Community Engagement**
- **Communication & Education**
- **Recommendations**

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What is the Temporary Sign Bylaw?

- By-law S-800 adopted in September 2006 to address proliferation of signage along streets
- Regulates non-permanent signage on private and municipal property Region wide
- Restricted to commercial, industrial, and institutional zones
- Includes banner, mobile, planter box, inflatable, sandwich board signs
- Provides for community event, short term and multi-resident advertising
- Licensing provides monitoring ability

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What is the Temporary Sign Bylaw?



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Proposed Amendments

- **Why are amendments proposed?**
 - Council motions
 - Industry feedback
 - Clarification of requirements
 - Efficiency of administration

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Proposed Amendments

- **Mobile and Box Signs**
 - Clarification of duration of display
 - Harmonization of separation distances between signs
 - Fee incentives for Box Signs
- **Sandwich Board Signs**
 - Oversized sign enabling provisions
- **Election Signs**
- **Community Event Signs**
- **Multi-Resident Vacancy Signs**

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Proposed Amendments

- **The Temporary Sign Bylaw does not regulate:**
 - Permanent Signage
 - These are regulated through Land Use Bylaws
 - Signs on Provincial and Federal Property

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Proposed Amendments

- **Signage by Property Ownership**
 - Municipal Lands
 - Community Events
 - Sandwich Board Signs
 - Election Signs
 - Private Property
 - All types of signs enabled
 - Most require a licence

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Proposed Amendments

- **What remains prohibited?**

- Third party signage (off-site signs)
- Mobile and Box Signs in the Bedford, Downtown Dartmouth, and C-1 Zone of the Cole Harbour / Westphal Plans



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Proposed Amendments

- **What remains permitted?**

- Sandwich Board Signs
 - Located in front of the business advertised
 - Must not obstruct the sidewalk
 - Maximum size: 2ft wide by 3ft tall



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Proposed Amendments

- **Sandwich Board Signs on Streets**
 - Oversized Sign Enabling Provisions
 - Sign orientation to change
 - Only a minor projection allowed from the building
 - Secured to the building wall



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Proposed Amendments



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Proposed Amendments

- **Election Signs**
- Erected on September 1 for Municipal and School Board, or issuance of the writ
- Located within HRM right-of-way but not overhang street or sidewalk
- Not permitted in HRM parks
- Maximum size:
 - 1.5 square metres (16 square feet)
 - 2 metres tall (6.5 feet)

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Proposed Amendments

- **Mobile and Box Signs**
- Harmonization of separation distance between signs
- Clarification of duration of display
- Fee incentive for box signs

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Proposed Amendments

- **Community Event Signs**
 - Opportunity for organizations to inform their community
 - Private or Municipal property
 - 60 day maximum

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Proposed Amendments

- **Multi-Resident Vacancy Signs**
 - New allowances for temporary signs to advertise apartment vacancies

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Community Engagement

- **Public Information Meeting**
- **Accessibility Advisory Committee**
- **Business Improvement Districts**
- **HRM Webpage**

**Should Council decide to proceed with first reading,
this matter will proceed to a public hearing**

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Communication and Education

- **90 day grace period before new Bylaw takes effect**
- **Sign industry**
- **Business owners/operators**
- **HRM Staff**

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Recommendations

It is recommended that Committee of the Whole recommend that Halifax Regional Council:

- **Move first reading to consider the adoption of the proposed By-law S-801 Respecting Requirements for the Licensing of Temporary Signs as contained in Attachment A of the staff report dated December 2, 2013 which will repeal and replace By-law S-800 Respecting Requirements for the Licensing of Temporary signs; and**
- **Set a date for a public hearing.**

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