

DECISION/DIRECTION NOTE

Title: New Sign By-Law

Date Prepared: November 10, 2020

Report To: Regular Meeting of Council

Councillor and Role: Councillor Maggie Burton, Planning & Development

Ward: N/A

Decision/Direction Required:

To decide whether to enact the new Sign By-Law which consolidates current by-laws related to signs and better reflects current practices.

Discussion – Background and Current Status:

The Legal Department, working with Regulatory Services, has consolidated various by-laws concerning sign regulation. The new Sign By-Law incorporates various changes to provide a clearer and more effective regulatory regime.

A summary of those changes is found below:

1. Amend the Sign By-Law to:
 - Prohibit the placing of a sign on a utility pole, except on the sleeved utility poles in the downtown;
 - Include regulations about “third party signs” to create a category for smaller signs advertising offsite products and services;
 - Remove the time limit of 12 consecutive months on a real estate sign to allow for real estate developments to continue to advertise, while still requiring the signs be kept in good repair
 - Prohibit signs on City owned property, except as permitted by Council;
 - State that a permit is not required for an election sign;
 - Empower the City to remove any illegal sign without notice to anyone, and at the expense of the owner (where appropriate);

2. Amend the Heritage Area Sign By-Law to:
 - Prohibit signs on City owned property within a Heritage Area, except where permitted by Council;
 - State that a permit is not required for an election sign;
 - Empower the City to remove any illegal sign, without notice to anyone, and at the expense of the owner (where appropriate);

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3. Amend all 3 signage by-laws to:
 - Create a single comprehensive by-law that covers matters related to signage
 - Continue to remove signs that interfere with utility poles or with traffic control devices in accordance with current practices.

This By-Law combines the provisions of the Sign By-Law with those of the Heritage Area Sign By-Law and the Mobile Sign By-Law. Changes were made to remove duplication, improve clarity, and ensure consistency.

As part of the drafting process the Legal Department also worked with Regulatory Services and Transportation Engineering to remove any outdated/unnecessary provisions and add new provisions to better reflect current practices. Notable changes include restrictions around digital display signs (static and changeable), expanding the definition of mobile signs to include empty frames, exempting non-illuminated signs within a building, and restricting signs at designated heritage buildings.

Key Considerations/Implications:

1. Budget/Financial Implications:
 - The City continues to incur expenses associated with removing signs on utility poles. The By-Law amendments will make it clear that putting such signs on utility poles is prohibited, except paper signs on City-installed poster sleeves
2. Partners or Other Stakeholders:
 - The general public
 - Regulatory Services and Transportation Engineering
 - In relation to signs on utility poles, stakeholders include NL Power and Rogers Communications
3. Alignment with Strategic Directions/Adopted Plans:
 - Effective City – Work with our employees to improve organizational performance through effective processes and policies – By creating a single, comprehensive By-law that clarifies prohibitions and when/where to conduct sign removal operations
 - Sustainable City – Plan for land use and preservation and enhance natural and built environment – By reducing litter associated with illegal signs
 - A City that moves – improve safety for all users on a well-maintained street network – By removing signs that interfere with traffic sight lines and road safety
4. Legal or Policy Implications:

- Amending the By-Law will improve clarity on restrictions and the penalties/process to follow if the By-law is violated

5. Privacy Implications: N/A

6. Engagement and Communications Considerations: N/A

7. Human Resource Implications: N/A

8. Procurement Implications: N/A

9. Information Technology Implications:

- The amended By-Law will need to be updated on the City's website.

10. Other Implications: N/A

Recommendation:

That Council enact the new Sign By-Law as drafted.

Prepared by: Katie Philpott

Approved by: Cheryl Mullett

Report Approval Details

Document Title:	New Sign By-Law.docx
Attachments:	- CSJ_Sign_Bylaw.pdf
Final Approval Date:	Nov 10, 2020

This report and all of its attachments were approved and signed as outlined below:

Cheryl Mullett - Nov 10, 2020 - 2:06 PM