

DECISION NOTE

Title:	Proposed Amendment to St. John's Sign By-Law
Date Prepared:	May 28, 2024
Report To:	Committee of the Whole
Councillor and Role:	Councillor Sandy Hickman, Transportation and Regulatory Services
Ward:	N/A

Issue:

Proposed amendment to the St. John's Sign By-Law

Discussion – Background and Current Status:

The Sign By-Law currently has provisions related to the placing of signs on utility poles. However, enforcement of these provisions is difficult because the language would require a By-Law Inspector to view a party placing the signs on the utility poles.

The By-Law is being amended to make the placement of signs, causing the signs to be placed (i.e. directing an employee to place signs) or a failure to remove signs all prohibited behaviours. This way, the By-Law Inspector can issue a Notice Letter requesting a party remove the signs, and should they fail to do so, can charge the party with a failure to remove the signs.

This amendment should lead to more compliance with requests to remove signs.

Key Considerations/Implications:

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders: All City Divisions/Departments, general public and business owners
3. Alignment with Strategic Directions:

A Connected City: Develop and deliver programs, services and public spaces that build safe, healthy and vibrant communities.

An Effective City: Work with our employees to improve organizational performance through effective processes and policies.

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4. Alignment with Adopted Plans: N/A
5. Accessibility and Inclusion: N/A
6. Legal or Policy Implications: The By-Law amendment will have to be advertised in the local newspaper and the King's Printer Gazette in order to become legally in effect.
7. Privacy Implications: N/A
8. Engagement and Communications Considerations: The By-Law amendment will have to be posted the City's website once it comes legally into effect.
9. Human Resource Implications: N/A
10. Procurement Implications: N/A
11. Information Technology Implications: N/A
12. Other Implications: N/A

Recommendation:

That Council approve the proposed amendment to the St. John's Sign By-Law.

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Report Approval Details

Document Title:	Proposed Amendment to the Sign By-Law (2024)
Attachments:	- Sign By-Law Amendment No. 1-2024.docx
Final Approval Date:	May 28, 2024

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

Cheryl Mullett - May 28, 2024 - 10:01 AM