

Meeting Date: January 28, 2025

Subject: Bylaw No. 25/003 – Land Use Bylaw Amendment to Change Window and Freestanding Sign Provisions

Approvals: Amanda Owens

Director

Henry Hunter

Chief Administrative Officer

Recommendation(s):

1. Bylaw No. 25/003, being an amendment to the Land Use Bylaw No. 99/059 to change Window and Freestanding Sign provisions, be read a first time; and
2. THAT the required public hearing be scheduled for February 25, 2025

Summary | Background:

On March 12, 2024, Council approved amendments to Land Use Bylaw 99/059 by adopting 'Consolidated Sign Regulations' (the "Regulations") (Bylaw 24/002). Since adopting the Regulations, Planning and Development Services have had several engagements with stakeholders regarding the effective implementation and enforcement of various sign regulations. Through best practice research, to address concerns from the business community, and to allow more flexible, balanced, and clear rules around signage and compliance, Planning and Development Services is proposing amendments to the Window and Freestanding sign provisions of Land Use Bylaw 99/059.

The authority to amend the Land Use Bylaw is vested with Council under the *Municipal Government Act*.

Pursuant to the approval of the Regulations, Planning and Development Services engaged with various stakeholders (including the Chamber of Commerce, business owners, and the public) and heard concerns from the business community around limited window signage opportunities. Businesses want the ability to use their windows as a space for affordable first-party advertising to their clientele.

Similarly, concerns were brought forward regarding limitations around Freestanding Signs, specifically the clause that limits Freestanding Signs within 100 meters of a residential area. This clause limits the ability of many commercial property owners to put up a Freestanding Sign. This inability requires them to rely on temporary signage versus a permanent solution.



To support the business community's need for more permanent signage, and to create options for more third-party advertising, Planning and Development Services is proposing the following changes to the Land Use Bylaw and the current Regulations:

1. Remove the sign area limitations for Window Signs.
2. Waive the Development Permit requirement for Window Signs, subject to certain regulations.
3. Reduce the setback between the sign and the residential area from 100 meters to 10 meters for Freestanding signs with less than 20% digital area.
4. Reduce the setback distance from 100 meters to 30 meters from intersections for Freestanding signs.

Budget | Financial Considerations:

Waiving the Development Permit requirement for Window Signs will generate no permit fees. However, this is considered a minimal loss of revenue.

Strategic Plan Alignment | Impact:

Building partnerships - The proposed revised signage regulations have been crafted after extensive research and engagement with stakeholders, local businesses, industry experts, and residents and after considering several options. The feedback emphasized a need for flexible regulations that will provide a fair and consistent approach across all regions of the Municipality.

Local Economy – The proposed amendment aims to support the local economy through regulations that are less restrictive on advertising content and signage placement and that allows businesses to promote their goods and services in a format that meets their respective needs. In addition, these proposed regulations have been crafted to be flexible so that they can adapt to new trends and harbor transparent rules and regulations for businesses and stakeholders.

Rationale for Recommendation(s):

In consideration of business needs throughout the region and to allow for flexible opportunities for signage, Administration is proposing amendments to signage regulations as an amendment to the current Land Use Bylaw 99/059. The proposed regulations are crafted after considering feedback received from targeted stakeholder groups, including the Signage Business Community, members of the Chamber of Commerce, small businesses, and the public.

The proposed amendment will give businesses more flexibility and options for utilizing Freestanding and Window Signs to reduce their reliance on temporary signage. In



Council Report - Bylaw No. 25/003 – Land Use Bylaw Amendment to Change Window and Freestanding Sign Provisions

In addition, the proposed amendments will reduce red tape by waiving the requirement for development permits for Window Signs and will provide more options to businesses to advertise their products and services. It will also promote more permanent and aesthetically appealing signage, as Freestanding signs may be allowed near residential developments.

Attachment(s):

1. Bylaw No. 25/003

