

SCHEDULE C - HIGHLIGHTS

Amendments to Land Use Bylaw –
Schedule C, Sign Regulations



Highlights of the proposed Schedule C amendments include:

- the introduction of three new sign types;
- the addition of a 'Comprehensive Sign Plan' process;
- a new subsection within Section 3.14 - *Variances* of the Land Use Bylaw;
- a small verbiage change to Section 3.12(8) – *Development Permit Rules*; and
- several amendments to the regulations for specific types of signs.

1) New Sign Types

Three new sign types are proposed with the Schedule C amendments. The addition of new sign types was considered after public consultation, a Council motion for the introduction of Lawn Signs, and a full review of the existing schedule by administration.

The new sign types proposed are Developer Marketing Fence Sign, Entry Feature Sign and Lawn Sign. Each sign type has been added to Section C.3 – *Definitions* and provided specific provisions under Section C.6 - *Regulations for Specific Types of Signs*. Both the Developer Marketing Fence Signs and Entry Feature Signs were flagged as needed by the Development Community.

A Developer Marketing Fence Sign may provide screening of an undeveloped site, or may provide hoarding for a site under construction. This signage would serve a dual purpose, providing visual screening while permitting advertising.

An Entry Feature sign addresses all identification signage located at the vehicular access points of a site. This may be for municipal addressing or for development site identification. Such signs are commonly used in multi-family, commercial, and industrial settings.

As per the Council motion, administration has drafted provisions for the potential introduction of Lawn Signs to the Schedule C document. The proposed regulations for Lawn Signs will permit residents (within specific land use districts) the opportunity to express their personal opinions and beliefs within a regulated framework.

2) General Regulations

Several amendments have been made to Section C.4 - *General Regulations*. Statements under this section apply to all sign types, unless otherwise addressed by another provision of the schedule. The proposed changes to this section address areas where clarity and direction were deemed as lacking in the existing document, and introduces the 'Comprehensive Sign Plan' Development Permit process.

The 'Comprehensive Sign Plan' will allow development sites to submit application for an overall review of their proposed site signage plan. The rationale for the introduction of this new process is to permit greater flexibility for larger parcel developments. The proposed sign plan may address on-site signage that is either temporary or permanent in nature. At the discretion of the Development Officer, a development property may be able to place additional signage on the site, in line with other comparable, multiple-parcel developments.

This Development Permit process aims to support the business and development community, and would reduce the number of potential appeals to SDAB. Issuance of a 'Comprehensive Sign Plan' development permit is an approval of the sign plan concept only and individual signs will still require a separate development permit.

3) Amendment to Section 3.14 – Variance

As the 'Comprehensive Sign Plan' will allow the Development Officer a variance capacity to adjust the total number of signs allowed on a site, an amendment to Section 3.14 – *Variance* of the Land Use Bylaw, is necessary.

This addition to Section 3.14, sets the parameters for review and identifies the considerations that a Development Officer must undertake when a variance is being applied for a 'Comprehensive Sign Plan'. The existing variance allowances within Section 3.14 do not properly address the variance powers required.

4) Amendment to Section 3.12(8) – Development Permit Rules

A minor text amendment was made to this Land Use Bylaw subsection to increase clarity and mitigate any confusion in interpretation. The verbiage speaks to development permit validity, when multiple development permit applications occur on a site.

5) Amendments to Specific Sign Types

Section C.6 of Schedule C identifies specific regulations for each sign type. These regulations can identify the allowable land use district for a sign, if a development permit is required to be obtained, minimum setbacks from property lines, separation distances from other signs, maximum height, and sign area limitations.

Several of the existing sign type regulations lacked clarity and were occasionally points of differing interpretation. In addition, a couple of the sign types did not provide adequate regulation for maximum sign areas, sign height, or placement on site. New regulations have been drafted within Schedule C in response to the identification of such “gaps” in the document.

It was noted upon review, that the Downtown (DT) land use district was not properly identified within Section C.6 - *Regulations for Specific Types of Signs* and numerous sign types were not permissible within that land use district. This issue has been remedied in Section C.6, by way of the proposed amendments.

Furthermore, it was flagged that there was a need to review the Developer Marketing Sign regulations within the Schedule. The goal was to achieve more reasonable height and area provisions for such signs, to reflect the needs of Developers to adequately market their development sites. Consideration was given to the type of marketing signs currently existing within the City, how other communities deal with this type of signage, and comments received from the industry.

The addition of three new sign types necessitated that provisions for each sign type be drafted. The new signs, being Developer Marketing Fence Sign, Entry Feature Sign, and Lawn Sign, required clear, reasonable and understandable regulations that would align with the rest of the Schedule C document.

**Please note that this document only highlights several of the proposed amendments and does not speak to all the proposed changes.*