

## Sign By-law Housekeeping Amendment Report

Presented To:	City Council
Meeting Date:	May 28, 2024
Type:	Managers' Reports
Prepared by:	Stephanie Poirier Planning Services
Recommended by:	General Manager of Growth and Infrastructure

## Report Summary

This report provides a recommendation regarding a housekeeping amendment to the Sign By-law 2021-111.

## Resolution

THAT the City of Greater Sudbury approve the recommendations as outlined in the report titled 'Sign By-law Housekeeping Amendment Report', from the General Manager of Growth and Infrastructure presented at the City Council meeting on May 28<sup>th</sup>, 2024;

AND THAT staff be directed to amend the sign by-law accordingly.

## Relationship to the Strategic Plan, Health Impact Assessment and Climate Action Plans

This report relates to Council's priority for Asset Management and Service Excellence through a program of regular service review that examines options for improving service levels.

## Financial Implications

There are no financial implications associated with this report.

## Background

On September 1<sup>st</sup>, 2021 Council enacted By-law 2021-111 being the Sign By-law for the City of Greater Sudbury. By-law 2021-111 replaced the 2007-250 Sign By-law.

Since the enactment of Sign By-law 2021-111, matters have been identified that require the need for "housekeeping" amendments respecting typographical and punctuation changes which assist in the interpretation and application of the By-law, and other minor changes. One housekeeping amendment has been enacted since 2021 and this report addresses further housekeeping amendments to the By-law.

A summary of proposed amendments are included below. The draft amendment in full is attached to the report for reference.

New provisions that are minor in nature to address gaps in the by-law were identified and recommended by staff:

- Permitting “Billboard Sign” or “Electronic Billboard Sign” in the “C6” Zone.
- Requiring that “Billboard Sign” or “Electronic Billboard Sign” be located a minimum of 100 m from residential zone categories.
- Allow wall signs to have a minimum height of 2.75 m above grade, rather than lesser of 4.5 m or the base of windows on any story above the ground floor in the commercial zones.
- Adding a definition for “Fuel Station Canopy Sign”.
- Allowing signage on all sides of a fuel station canopy.
- Increasing the permitted size of permanent “Directional Signs” from 0.3 m<sup>2</sup> to 0.5 m<sup>2</sup> in the commercial zone categories.
- Allow residential ground signs and wall signs in the Agricultural (A) and Rural Zone (RU) categories.
- Allow “Awning Signs” and “Canopy Signs” in the Business Industrial (M1-1) and Mixed Light Industrial/Service Industrial (M1) Zone categories.
- Allow “Awning Signs” and “Canopy Signs”, “Ground Signs”, and “Wall Signs” in the Medium and High Density Residential Zones, whereas those signs are currently limited to Day Care Centres, Long Term Care Facilities, or Retirement Homes.

Amendments to clarify how the by-law is being implemented in practice or simplify certain provisions were identified and recommended by staff:

- Clarifying the definition of “Canopy” to specify that it is unenclosed by building walls.
- Clarifying the definition of “Façade” to include any protrusion of walls along the building.
- Clarifying the definition of “Information Sign” by limiting to size to less than 0.5 m<sup>2</sup> in size.
- Clarifying the definition of “Electronic Billboard Sign” by describing the term as a sign rather than billboard sign to allow for both wall and ground electronic signs.
- Clarifying that the maximum sign area for “Billboard Sign” or “Electronic Billboard Sign” is 20 m<sup>2</sup> for ground signs, and 25% of the external Façade of that part of the Building occupied by a Business for wall signs for commercial zone categories.

Formatting, numbering and typographical amendments were identified and recommended by staff:

- Generally throughout the by-law capitalizing defined terms.
- Generally throughout the by-law correcting grammar, punctuation, and spelling.
- Generally throughout the by-law correcting the use of ‘and’ versus ‘or’ wording.
- Generally throughout the by-law correcting reference to ‘Manager’ in reference to temporary signs versus ‘Permit Issuer’ in reference to permanent signs as per Part 1-Terminology.

The proposed changes derived from staff’s experience with evaluating sign permits and sign variance requests. The proposed changes would modestly increase flexibility for commercial business owners in terms of types of signs permitted, size, and location. Staff are of the opinion that the proposed changes are minor in nature and do not anticipate compatibility concerns as a result of the proposed changes.

## Resources Cited

Council By-law Report, dated October 29<sup>th</sup> 2019 - Presentation- Request for Decision- City of Greater Sudbury Comprehensive Sign By-law Review, Recommendations and New By-law <https://pub-greatersudbury.escribemeetings.com/filestream.ashx?documentid=1806>

Council Managers’ Report, dated April 27<sup>th</sup> 2021- [Comprehensive Sign By-law review, inclusion of Portable Electronic Sign Provisions Information Report further to Council Resolution CC2019-319 - A & A1 https://pub-greatersudbury.escribemeetings.com/filestream.ashx?DocumentId=39819](https://pub-greatersudbury.escribemeetings.com/filestream.ashx?DocumentId=39819)