

City Council Comprehensive Sign By-law Review Presentation

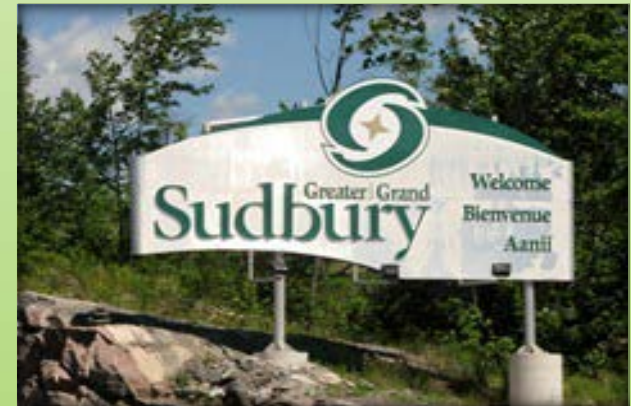
October 29, 2019

Martin Rendl Associates

SUDBURY SIGN BY-LAW REVIEW

First Comprehensive Review Since Amalgamation

- Sign By-law
 - Permanent Signs
 - Temporary Signs
- Sign By-law Administration
 - Permits & Approvals
 - Variances
- Goals of Review
 - Address current issues
 - Fill signage gaps
 - Update standards to best practice
 - Improve customer service

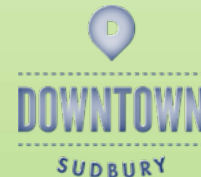


The Review Process



Who We Met With

- Greater Sudbury Chamber of Commerce
- Sudbury Real Estate Board
- Downtown Sudbury BIA
- Greater Sudbury Food Policy Council
- Sign Companies
- Sudbury Residents
- Sign Review Steering Committee
 - By-law Services
 - Building Services
 - Leisure Services
 - Planning Services
 - Road & Transportation Services
 - Tourism & Culture



Public Survey Responses



Review of Variance Applications

SIGN VARIANCE APPLICATIONS: 2011 – 2017

	Type of Variance	
1	More than 1 wall sign per main use	40%
2	Double sided ground sign	21%
3	Number of ground signs for drive through facility (menu boards)	11%
4	Increase in maximum sign area for property	9%
5	Double sided advertising sign	6%
6	Reduce ground sign setback	4%
7	Increase maximum ground sign area	3%
8	Increase number of ground sign permitted	3%
9	Roof sign	3%
10	Increase ground sign height	1%
	Total	100%

- 119 applications since 2011
- All approved
- 81% of applications in 4 areas:
 - More than 1 wall sign
 - Double sided ground sign
 - Menu boards
 - Increase in maximum sign area for property
- New By-law addresses recurring variances

Issues Raised and to be Addressed

- **Current Sign By-law**
 - Poor format, hard to understand & use
 - Inconsistent terms
 - Outdated regulations
 - Gaps in sign types addressed
 - Reliance on interpretation & variance applications to fill by-law's gaps
- **Permits**
 - Split in permit approvals for permanent signs that also require a building permit

TEMPORARY SIGNS

Existing By-law

- Banner Sign
- Construction Sign
- Election Sign
- Information Sign
- Official Sign
- Poster Sign
- Portable Sign
- Real Estate Sign
- Sidewalk Sign

New By-law

- Banner Sign
- Construction Sign
- **Contractor Sign**
- Election Sign
- Information Sign
- **New Development Sign**
- **New Development Directional Sign**
- Official Sign
- Poster Sign
- Portable Sign
- Real Estate Sign
- **Real Estate Open House Directional Sign**
- Sidewalk Sign
- **Flags**
- **Agricultural Directional Signs**



PERMANENT SIGNS

Existing By-law

- Advertising Sign
- Awning Sign
- Canopy Sign
- Ground Sign
- Fascia Sign
- Projecting Sign
- Roof Sign



New By-law

- Advertising Sign
- Agricultural Directional Ground Sign
- Awning Sign
- Canopy Sign
- Bed & Breakfast Sign
- Billboard Sign
- Electronic Billboard Sign
- Electronic Message Board Sign
- Directional Sign
- Fuel Price Sign
- Ground Sign
- Home Occupation Sign
- Wall Sign
- Menu Board
- Pre-Menu Board
- Projecting Sign
- Roof Sign
- Window Sign



Electronic Signs & Illumination

- Currently no illumination standards
- Not addressed as a distinct sign type
- Top public sign complaints:
 - Sign brightness
 - Distraction & road safety
- New By-law Electronic Sign Standards
 - Illumination Day vs. Night
 - Animation



Agriculture & Local Food Signs

Changes to support Local Food Strategy

Directional Farm Signs

- 4 m² ground sign
- Erected with permission of property's owner

Next Steps

Tourism Signage Program

- Revise criteria to better serve local farms & food producers



Poster Signs

- Currently permitted on 486 designated poles
- Require permit
- Summary of Changes in By-law →

- Allow on all poles, no permit required
- Maximum size & height
- Restricted locations
- Can be removed without notice or compensation
- No commercial advertising

- Next Steps →

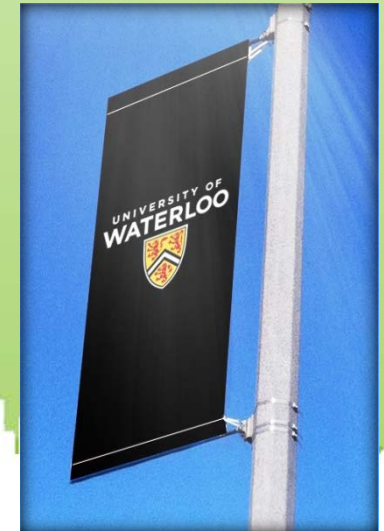
- Staff will explore program of municipally maintained message boards at strategic locations across Sudbury
- No commercial advertising



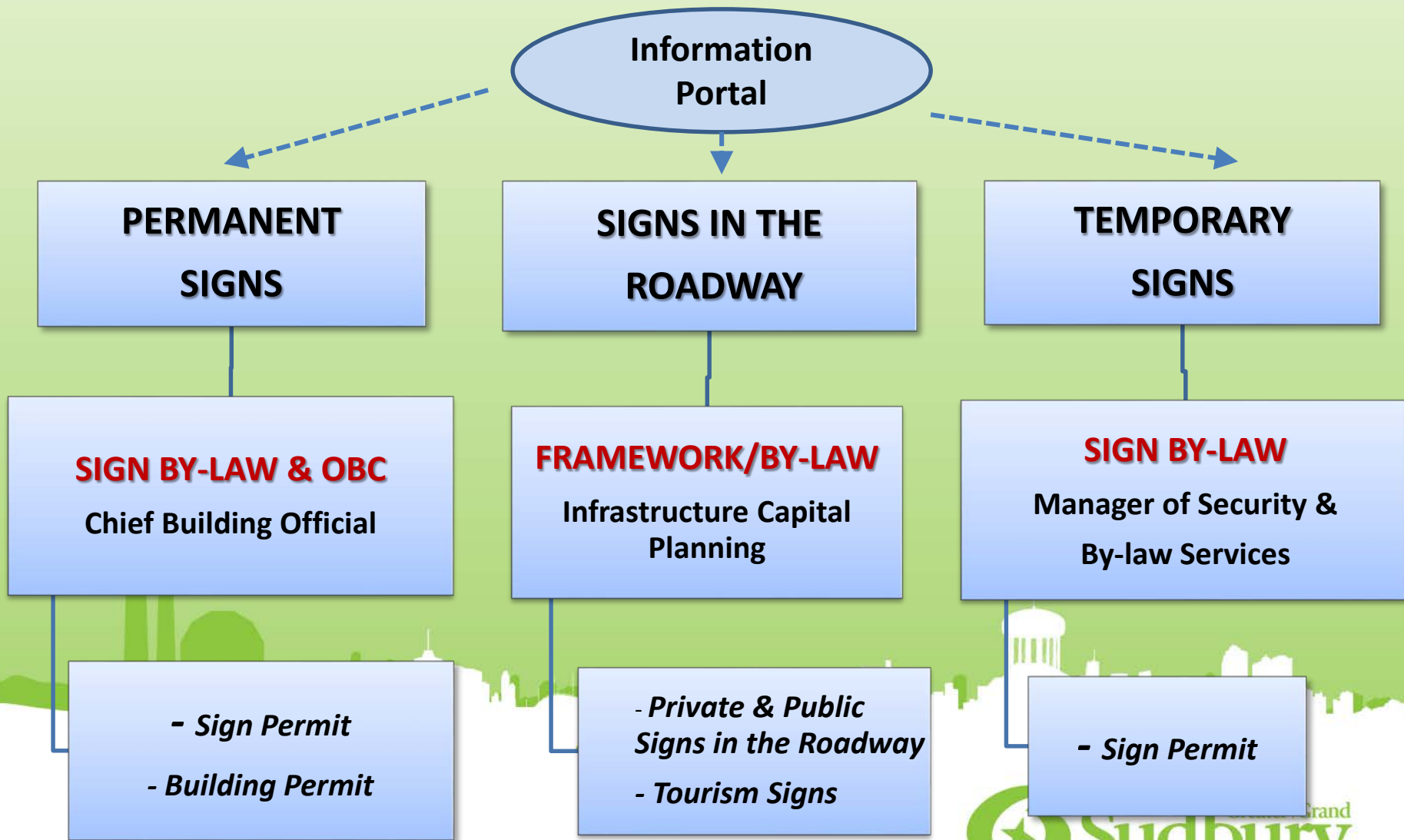
Signs in the Roadway

Next Steps

1. Any signs in roadway – e.g., BIA signs or street banners – should require a permit from the City of Greater Sudbury
2. City to develop criteria for a roadway sign permit
 - Size;
 - Materials;
 - Lighting;
 - Installation & removal requirements;
 - Indemnification requirements.



Future Sign Administration



Variance Applications

- New sign by-law addresses recurring variances
- Will significantly reduce future need for variances
- Introduce delegation of variances to Consent Officer

CURRENT PROCESS

- Application to Committee of Adjustment

SUMMARY OF CHANGES IN

BY-LAW/PROCESS

- Delegate approval to the Consent Officer
- Keep current criteria
- Appeal of refusal to Sign Variance Committee (Committee of Adjustment)

Summary

- **New Sign By-law:**
 - Consolidates sign regulations
 - Understandable format
 - Consistent terms
 - Adds current sign types to fill gaps
 - Addresses electronic signs
 - Updates sign standards
 - Reduces need for variances
 - Streamlines permits for permanent signs

Discussion & Questions



1964



2019