

## Conclusion – Options for Granting Portable Sign Permits

This report provides three options for granting portable sign permits in response to a motion carried by Council on March 23, 2011. Option 3 – Flexible Business Based Permitting has been recommended as it upholds the three basic principles maintained by Council in their previous decisions on this matter, those being public safety, visual clutter, and temporary use. The recommended option also considers current practices, fairness of the ability for businesses to obtain portable signs, flexibility for businesses to manage their advertising needs, consistency in enforcement and administrative and financial effects on the municipality.

Option 3, Flexible Business Based Permitting, recommends the following amendments to the Sign by-law

- Increase the number of signs allowed on properties with street line 76.2 m (250 ft) or less from "1" to "2" (providing all sign by-law requirements are met);
- Amend the permit time from 3 months to 1, 2, or 3 months;
- Provide a 1 month wait time between permits issued to the same business;
- Remove the restriction of number of permits allowed to the property and restrict every business to a maximum of 6 months permit time per calendar year.

In addition to the preferred option, staff is also recommending that Council defer implementation of this option until the next calendar year; January 1, 2012. This will provide time for staff and businesses to adjust practices consult with stakeholders and align administrative requirements. It will provide a smooth transition to the new portable sign regulations, based on the calendar year and conclude this year with current practices.

Staff has taken this opportunity to review the cost of administering and enforcing the portable sign regulations and recommend an increase in portable sign permit fees, to \$75. This amount has been rationalized to better help recover the costs of permit review and issuance, and the required inspections to ensure compliance with the portable sign regulations.