

# Options for Granting Portable Sign Permits

Policy Committee

June 22, 2011



# Background

- Current portable sign provisions introduced Jan 1, 2008
  - Repealed By-law 88-100
- Enacted to include former municipalities and allowed more signs/permits on larger frontage lots

# Municipal Interests in Regulating

- Public Safety
  - Signs prohibited in sight triangles, 3m from driveway entrances and on road allowances
- Visual Clutter
  - Number of signs, separation distance between signs
- Temporary Advertising
  - Limited number of permits and wait time between permits

# Current Provisions

Length of Street Line (total all frontages)	Number of Signs (at any given time)	Number of Permits (in calendar year)
76.2 m (250 ft) or less	1	2
76.3 to 347.2 m (450 ft)	2	4
137.3 to 183 m (600 ft)	3	6
183.1 to 243.8 m (800 ft)	4	8
243.98 to 304.8 (1000 ft)	5	10
Over 304.8 m (1000 ft)	6	12
3 month permit period with a min of 3 months between each permit – except for properties with 76.2 m (250 ft) street line or less		

# Inequities

- Single business on properties with a street line greater than 76.3 m (250 ft) current obtains 4 – 3 month permits yearly
- Single business on properties with a street line less than 76.3 m (250 ft) currently restricted to 2 – 3 month permits yearly

Municipality	Business or Property?	Max # of Signs per Lot	Permit Period	Permit Restrictions Yearly	Wait time	Distance separation?	Permit Fees
Sudbury	Property	6	3 months	2 x number of signs	3 months	45 m	\$44
Sault St Marie	Property	No	30 days min 2 years max	No	No	15 m	\$10 – 30days \$60 – 2 years
Windsor	Business	3	45 days max	180 days	14 days	25 m	\$1 -\$2 daily Min \$20
North Bay	Property	3	1 year	No	No	No	\$100 year
Kawartha Lakes	Business	No	1 month min 1 year max	No	No	No	\$150 year \$50 + \$20 each month
Whitby	Business	2	30 days min 60 days max	60 days per year	No	60 m	\$100 - permit
Barrie	Business	3	30 days and 90 days	180 days per year	30 days	15 m	\$50 – 30 days \$100 – 90 days
Hamilton	Business	2	14 days and 28 days	6 permits - Max 12 weeks	14 days	50 m	\$65 – 14 days \$100 – 28 days
London	Business	3	30 days	210 days	No	45 m	\$225 year \$18.75 month
Ottawa	Business	No	30 days	4 permits	No	23 m	\$90 permit
Toronto	Business	No	30 days	3 permits	30 days	23 m	\$125 permit
Thunder Bay	Business	1 for each 50 m	1 month min 4 month max	8 months	No	5 m	\$20 permit

# Options – Not Recommended

- Option 1 – Current Practices
  - Increase number of permits – visual clutter
  - Promotes continuous use
- Option 2
  - Increase number of signs – visual clutter
  - Wait time between permits enforced
  - Inequities when many businesses are located on smaller frontages

# Option 3 – Recommended

## Permits to Businesses – Flexible Time Period

Proposed	Current Practices/Regulations
1 month wait time between permits	No wait time / 3 months wait time
*2 signs permitted on properties less than 76.2 m (250 ft) street line	1 sign permitted on properties less than 76.2 m (250 ft) street line
1, 2 or 3 month permits	3 month permits
Business max permit time is 6 months per calendar year	Each sign on property 6 months permit time per calendar year (2 permits for each sign)
*If all other by-law requirements are met i.e. distance separation of 45 m (150 ft) between each sign.	

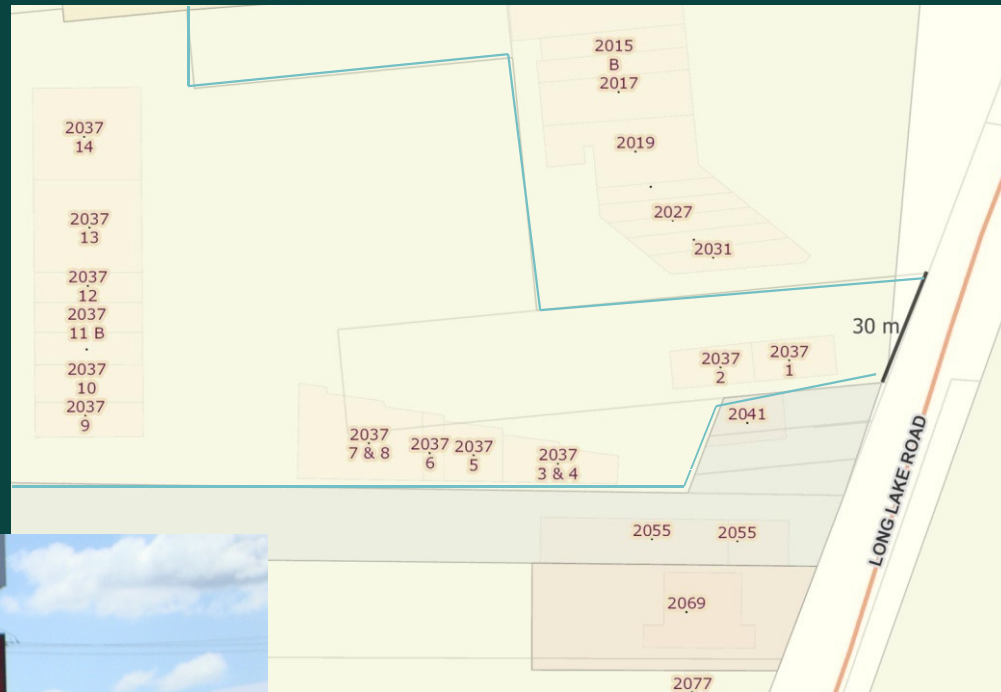


# Benefits – 1375 Regent Street



# Benefits – 2037 Long Lake Rd

14 Businesses at this address  
sharing one sign  
30 m street line





# Challenges



Hwy 144 Chelmsford  
More than 304.8 m  
(1000 ft) street line  
One business –  
maximum allowable  
6 signs and 12 permits  
Currently has 8 permits  
for 2 signs continuous  
advertising yearly

# Proposed Enactment Date

- January 1, 2012
- Permits in effect for remainder of 2011
- Business notification and education
- Align administration of permit tracking
- Smooth transition with start of new year

# Increase in Permit Fees

- Not reviewed since 1988 - \$15
- Current fee of \$44
- Proposed fee - \$75 partial cost recovery of staffing, equipment, technology and vehicles
  - Cost to process application and issue permit
  - Initial inspection – sign placement and compliance
  - Follow-up inspection upon sign expiry

# Staff Recommendations

- Flexible Business based Permitting;
  - Public Safety, Visual Clutter, Temporary use
  - Fairness and Consistency for all Businesses
- Effective date – January 1, 2012;
- Proposed \$75 permit fees to defer costs

# Questions?

