PUBLIC HEARING

Monday, October 22, 2018
6:30 pm
30 Honour House Court - Council Chambers

Pages

1. **A Public Hearing to consider written Objections to proposed Signage Provisions, Municipal Plan By-Law 300-33 and Zoning By-Law 300-7**

   Riverview Town Council is considering the re-adoption of its current Municipal Development Plan By-law No. 300-32. The purpose of re-adoption is to bring the Plan into conformity with the new *Community Planning Act*, S.N.B. 2017, c. 19, being proposed Municipal Plan By-law No. 300-33; to update 'Schedule C: 5-Year Capital Budget'; and to include a section on signage, which was not present in the previous by-law. The proposed section on signage includes policies and proposals of Council to help guide the future development of signs in the Town in a manner that helps protect public safety and community aesthetics.

   To implement the proposed policies and proposals of the Municipal Plan, the Town Council is also conjointly considering the re-adoption of its current Zoning By-law No. 300-6. The purpose of re-adoption is to also bring the Zoning By-law into conformity with the new *Community Planning Act*, being proposed Zoning By-law No. 300-7; and to include an update to the signage provisions. This proposed update encompasses standards for sign types that are not addressed in the current Zoning By-law consolidation.

2. **Call Public Hearing to Order**

3. **Presentation by Andrew C. Smith, MCIP, RPP - Urban Planner, Urban Planning** 1

4. **Town Clerk - Review of Letters of Objection**

   NIL as per deadline of October 17, 2018.

5. **Statements/Inquiries re Proposed Amendments**

6. **Conclude Public Hearing**

TOWN OF RIVERVIEW
SIGNAGE PROVISIONS AND RE-ADOPTION OF MUNICIPAL PLAN AND ZONING BY-LAW

PUBLIC HEARING
OCTOBER 22, 2018

Overview

1) Purpose
2) Work to Date
3) Proposed Policies
4) Proposed Regulations
5) Recommendation



Purpose

- Review of signage provisions:
  - Past and current issues
  - Best practice
- Modernization of policies and regulations
- By-laws:
  - Re-adoption of Municipal (Development) Plan By-law:
    - New section ‘12.1 Signage Policies’ under ‘Chapter 12: Urban Design)
  - Re-adoption of Zoning By-law
    - New definitions
    - Update of ‘Part 10 – Signs’



Purpose (Cont'd)

- Re-adoption due to new *Community Planning Act*
- Except for signage provisions, no substantive changes
- Municipal Plan Updates:
  - Generalized Future Land Use Map (Schedule A)
  - Future Roads Map (Schedule B)
  - 5-Year Capital Budget (Schedule C)
- Zoning By-law Updates:
  - Previous text amendments
  - Zoning Map (Schedule A)
  - Conditional Rezoning Agreements Carried Over (Schedule E)

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Work to Date

- ✓Staff research on best practice
- ✓PAC information session (March 11, 2015)
- ✓Public engagement survey (finalized November 22, 2017)
- ✓Direction from Council (November 27, 2017)
- ✓Draft amending by-laws (Municipal Plan and Zoning By-law) and new Portable Sign By-law
- ✓Additional consultation with public and business stakeholders (July 13 to 20, 2018)
- ✓Introduction to Council (August 13, 2018)
- ✓Public Presentation (September 10, 2018)
- ✓Planning Advisory Committee meeting (September 12, 2018)
- ✓Public Meeting of Council – Changes to Portable Sign By-law (October 9, 2018)
- ✓Public Hearing (October 22, 2018)

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Existing Policies – Municipal Development Plan

Riverview's Municipal Development Plan –

The Town's main regulatory document guiding development

- **Chapter 12 – Urban Design**
  - The Town of Riverview prides itself on having a beautiful riverfront community. One of the tools that can be used to preserve this image is the application of Urban Design principles.

Design principles from the Plan:

- *Natural Features – Designing developments that preserve and complement significant natural features, topography and landscape*
- *View and Vistas – Ensure wherever possible the views and vistas of the built and natural environment are preserved and enhanced.*
- *Streetscapes – The character of the street environment shall be enhanced through the integrated design of sites, buildings, streets and streetscape improvements.*

Proposed Policies – Municipal Plan

- New Municipal Plan By-law No. 300-33
- New policy section ‘12.1 Signage Policies’
- Context and direction for the regulatory framework
- Consistency with other sections of the Plan
- Direction on planning approvals

  (e.g. rezoning, conditional use, dimensional variance)

Proposed Regulations – Zoning By-law

- New Zoning By-law No. 300-7
- New definitions added
- Replace entire ‘Part 10 – SIGNS’
- Provisions for new signs (electronic message, directory, canopy, portable and sandwich)
- Billboards prohibited in all zones

Freestanding Sign Example



Neighbourhood Identification Sign Example



Zoning By-law – Freestanding Signs

(Sub)Section)	Proposed Changes	Rationale
94(1)(a) & (b)	Larger sign height (10m to 15m) and area (9m^2 to 10m^2) permitted	Help maintain community amenity on these corridors
94(1)(c)	Double in area (20m^2) permitted where three (3) or more businesses on lot	Accommodate multi-business lots
94(1)(d)	Though larger signs are permitted, less are permitted per frontage (1 per 30m to 1 per 100m)	As above
94(2)(c)	Small signs (3m^2) permitted for farm or home business in RA Zone	Accommodate rural businesses

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Zoning By-law – Freestanding Signs (Cont'd)

(Sub)Section)	Proposed Changes	Rationale
94(2)(d)	Provides for neighbourhood identification signs	Allow for neighbourhood entrance type signs
94(2)(e)	Additional provisions for lots in CM Zone fronting onto Bridgedale Blvd. and Gunningsville Blvd.	Help maintain community amenity on these corridors
98	Provides for directory signs	Accommodate multi-business lots

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Projecting Sign Example



Zoning By-law – Projecting Signs

(Sub)Section)	Proposed Changes	Rationale
95(a)	Max area reduced ($6m^2$ to $1m^2$)	Help ensure signs are not overwhelming and take away from built form
95(b)	Projection distance reduced (2.5m to 1.5m)	Safety provision
95(f)	Prohibit swinging signs	Safety provision

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Wall Sign Example



Canopy Sign Example



Zoning By-law – Wall and Canopy Signs

(Sub)Section)	Proposed Changes	Rationale
96(1)(b)	Area controlled by length of wall of which the sign is affixed (1m^2 per linear m of wall)	Help ensure signs are not overwhelming and take away from built form
96(2)	Permit wall signs as identification signs for multiple unit dwellings or daycare centres	Harmonize with freestanding sign provisions
97	Provides for canopy signs	Regulate separately from wall signs

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Portable Sign Example



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Sandwich Sign Example



Zoning By-law – Portable and Sandwich

(Sub)Section)	Proposed Changes	Rationale
99	Reference to new Portable Sign By-law	Detailed provisions for these signs included in new by-law
92(5)	Development permit exemption for portable signs	Licensed under the new Portable Sign By-law; avoid duplication of permits
100	Provides for sandwich, ‘A-frame’ signs	Specific provisions for this sign sub-type
92(6)	Development and license/permit exemption for sandwich signs	May be enforced, but no license/permit required

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Proposed Regulations – New Portable Sign By-law

- Detailed provisions for regulating and licensing portable signs
- Exempt from setback provisions (ss. 7(3))
- Amendments made since Public Presentation (September, 10, 2018)
- In accordance with ss. 15(7) of *Local Governance Act*

Amendments to Portable Sign By-law No. 700-60

Council ratified the following motions at the public meeting on October 9, 2018:

1) That Town Council rescind the motion relating to the addition of a 12 month option for portable signs, adopted at the September 10, 2018 Regular Meeting of Council.
2) That Town Council amend the proposed By-Law 700-60 Regulating the Erection and Use of Portable Signs in the Town of Riverview as follows:
   A. Replace subsection 6(f) with: “an application fee in the amount of $100.00 or $25.00 for a special permit”
   B. Replace subsection 7(4) with “A permit issued hereunder expires on March 31st of the year following the year it was issued, except for a special permit which expires 30 days from the date of issuance.
   C. Replace subsection 7(5) with “Despite any other provision of this by-law, the Town of Riverview shall not issue more than two special permits per calendar year for any one lot.

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Amendments to Portable Sign By-law No. 700-60 (Cont'd)

3) That Town Council amend proposed By-law 700-60 Regulating the Erection and Use of Portable Signs in the Town of Riverview by replacing Section 9 with the following:

- 9.(1) The total number of portable signs permitted on a lot shall be in accordance with the following table:

Street Frontage	0 – 75m	>75m – 150m	>150m – 225m	>225m
Signs Permitted	1	2	3	4

- 9.(2) Despite subsection (1), only one portable sign per business is permitted on a lot.
- 9.(3) Portable signs shall be spaced a minimum distance of 50m from one another.
- 9.(4) Sandwich signs are exempt from this section and the total number of sandwich signs permitted on a lot shall be in accordance with the Town of Riverview Zoning By-law No. 300-7.

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Electronic Message Sign Example



Electronic Message Signs

Transportation Association of Canada (TAC) Guidelines

- Digital and Projected Advertising Displays: Regulatory and Road Safety Assessment Guidelines
- Provides standards and guidance for municipalities to ensure public safety
- The Town's zoning provisions, relating to electronic message signs, have been drafted to reflect the TAC guidelines

Electronic Message Signs

New Provisions (S.100.1 and S.100.2)	Rationale
Message Duration • Min. 20 seconds (Ss. 100.1(1)(c))	• Avoid asynchronous changes of signs in the same area • Reduce driver distraction
Message Transition • Instantaneous (Ss. 100.1(1)(d)) • Not involve any visible effects (flashing, scrolling, fading, dissolving…etc.) (Ss. 100.1(1)(e))	• Reduce driver distraction • Reduce light pollution
Brightness • Not exceed 3.23 lux above ambient light* (Ss. 100.1(1)(f)) * Measured at a distance which is determined by the square root of the sign area multiplied by 100	• Industry standard • Measuring against ambient light conditions allows for sign to automatically adjust to outdoor conditions
Special Functions • Sign shall be equipped with automatic dimming technology (Ss. 100.1(1)(g)) • Sign shall be turned off in the case of malfunction (Ss. 100.1(1)(h))	• Automatic dimming will ensure sign will adjust to changing ambient light levels

Riverview

Electronic Message Signs (Cont'd)

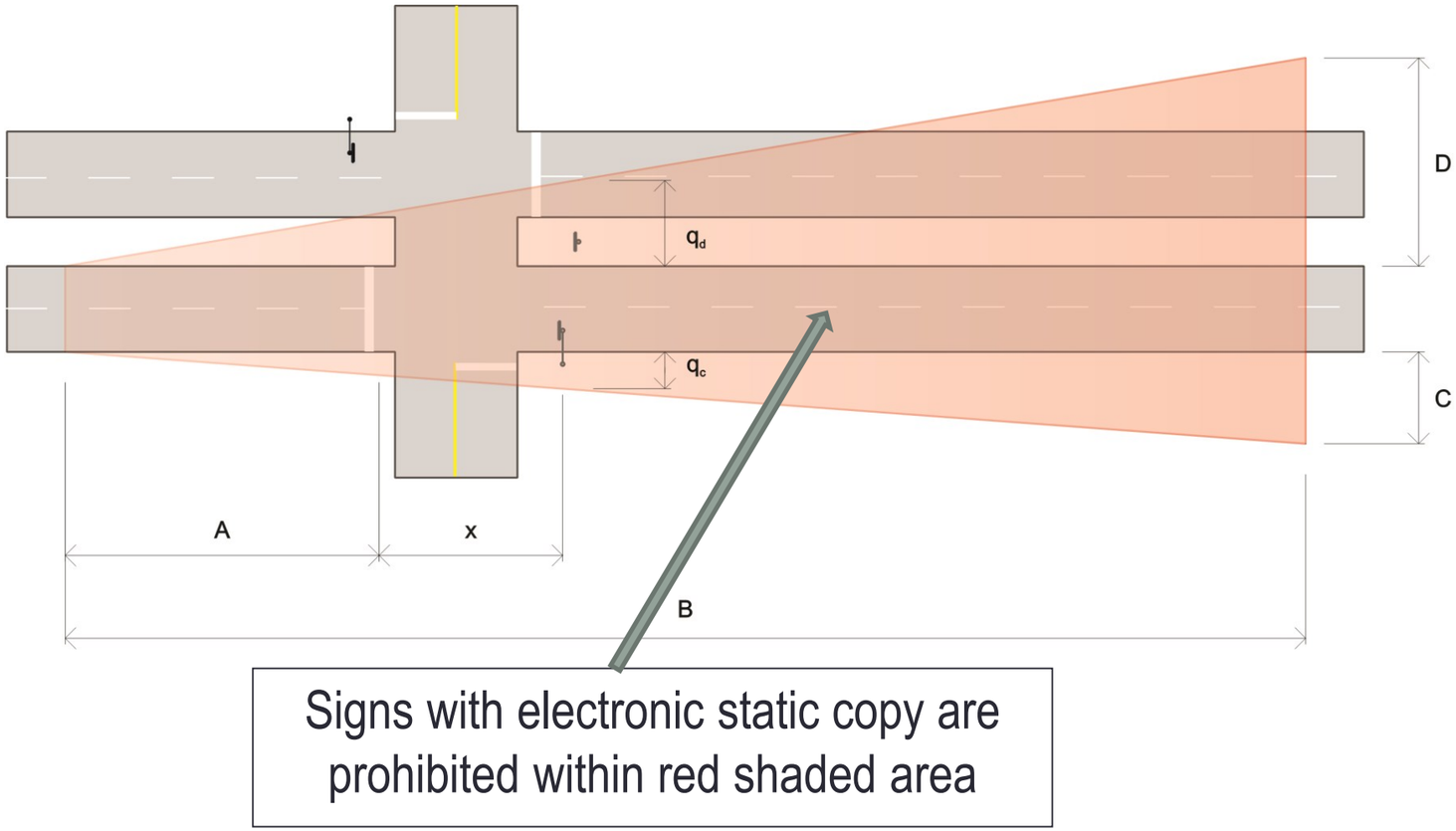
New Provisions (Sections 100.1 and 100.2)	Rationale
Dimensions • Max. of 50% of the maximum allowable area of the sign (Ss. 100.1(2))	• To facilitate on-site signage
Acknowledgement Letter • Application for electronic sign will require an acknowledgment letter that the sign is capable of meeting the criteria (Ss. 100.1(3))	• To ensure all parties involved understand the requirements of the By-law
Other Provisions: Turned off between 11:00PM and 7:00 AM (unless the business is in operation during those hours) – (Ss. 100.2(4)) Subject to Terms and Conditions (Ss. 100.1(1)(b)): • Located within the RBS, NC, PRI, OS, or ID Zone; or • Located within 30m of a residential zone	• As many commercial areas are located in proximity to sensitive land uses (parks, residential uses, etc.), limiting the hours of operations will help alleviate concerns around light trespass • Limits overall light pollution • Conserves energy
Prohibited Locations: • Residential zones • As a part of freestanding signs in the CM Zone fronting onto Bridgedale Blvd. or Gunningsville Blvd. (94(1)(e))	• Certain areas of the Town will maintain a traditional mix, urban fabric by not having electronic message signs

Electronic Message Signs near Traffic Control Devices

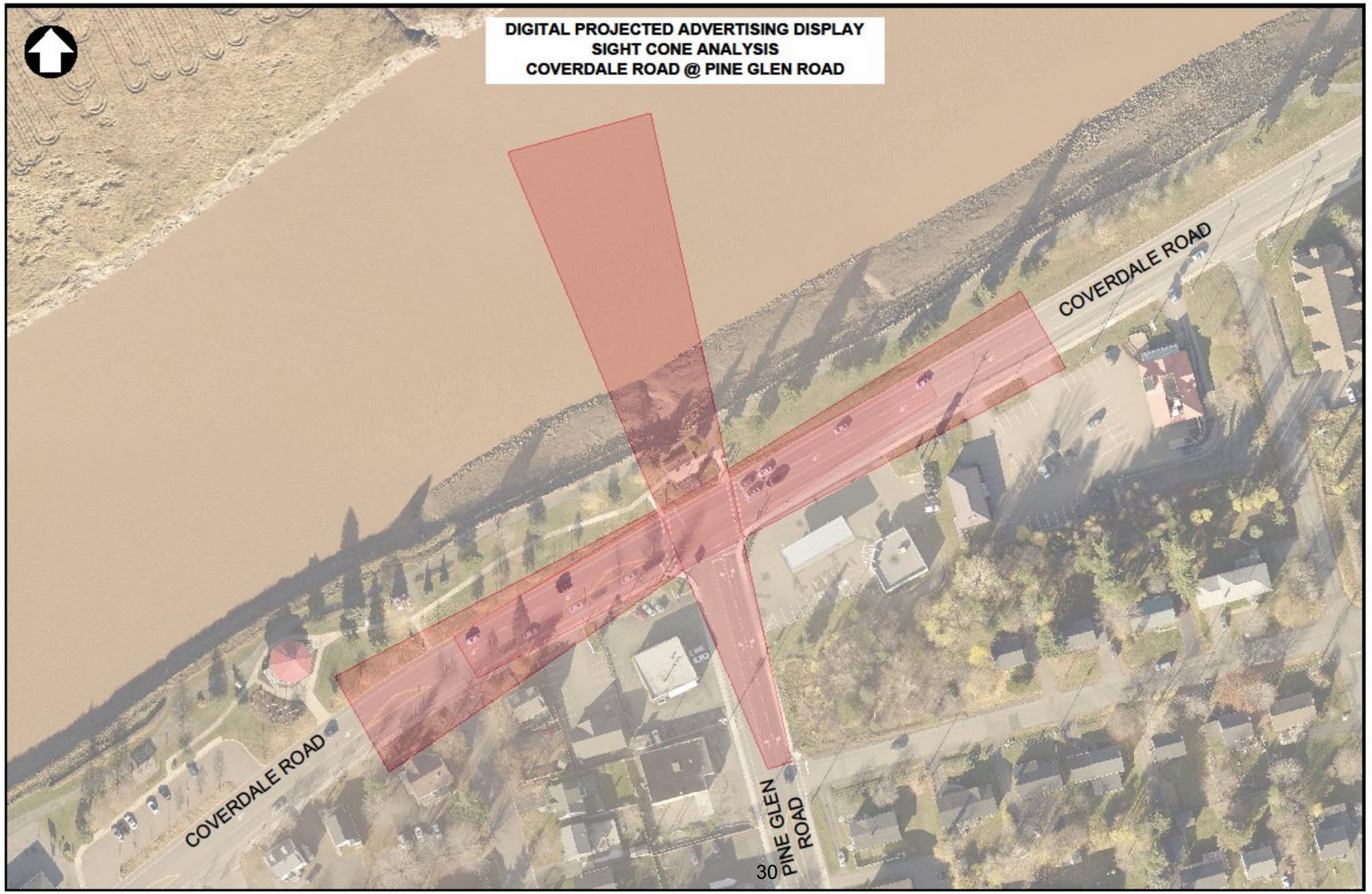
- Electronic message signs may conflict with illuminated traffic control devices
  - Difficulty in rapidly identifying traffic signals
  - Delayed reaction to signal changes
- Setback “restriction zone” is used to assess the location of electronic message signs
- Based on TAC Guidelines

Electronic Message Signs near Traffic Control Devices

- Restriction area cone calculated based:
  - Stopping distance, measured from stop bar (A)
  - Decision sight distance (B)
- Proposed as Schedule C.1



Electronic Message Signs Restriction Zone (Traffic Control Device)



Recommendation

- **The Planning Advisory Committee recommends that Council:**

Give 2nd and 3rd readings by title to the Municipal Plan By-law No. 300-33, Zoning By-law No. 300-7, and Portable Sign By-law No. 700-60 (as presented at the September 12, 2018 meeting).

Recommendation (Cont'd)

- **Staff recommends that Council:**

Give 2nd and 3rd readings by title to the amended Portable Sign By-law No. 700-60 (as attached), pursuant to the resolution made at the public meeting held on October 9, 2018.

Alternative Options

Council may:

- Table the proposal for additional information; or
- Deny the proposal.