

# **TOWN OF RIVERVIEW REVIEW OF SIGN BY-LAWS**

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**INTRODUCTION TO COUNCIL  
AUGUST 13, 2018**



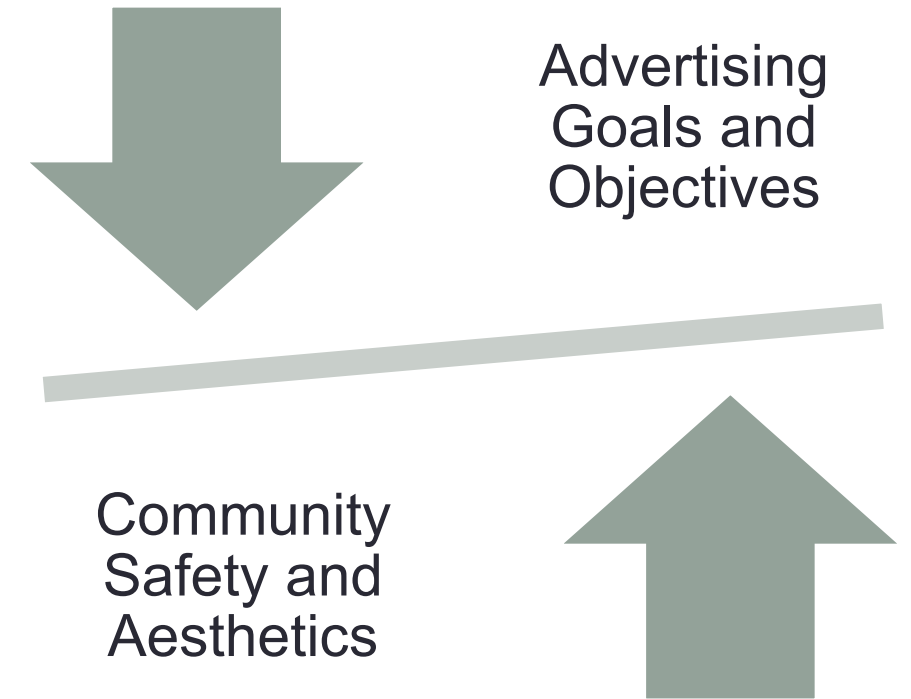
# Overview

- 1) Purpose
- 2) Work to Date
- 3) Proposed Policies
- 4) Proposed Regulations
- 5) Next Steps
- 6) Questions / Comments



# 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)

# 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)



# 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 <sup>2</sup> to 10m <sup>2</sup> ) permitted	Help maintain community amenity on these corridors
94(1)(c)	Double in area (20m <sup>2</sup> ) 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 <sup>2</sup> ) permitted for farm or home business in RA Zone	Accommodate rural businesses

# 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



# Projecting Sign Example



# Zoning By-law – Projecting Signs

(Sub)Section)	Proposed Changes	Rationale
95(a)	Max area reduced (6m <sup>2</sup> to 1m <sup>2</sup> )	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



# 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 <sup>2</sup> 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

# Portable Sign Example

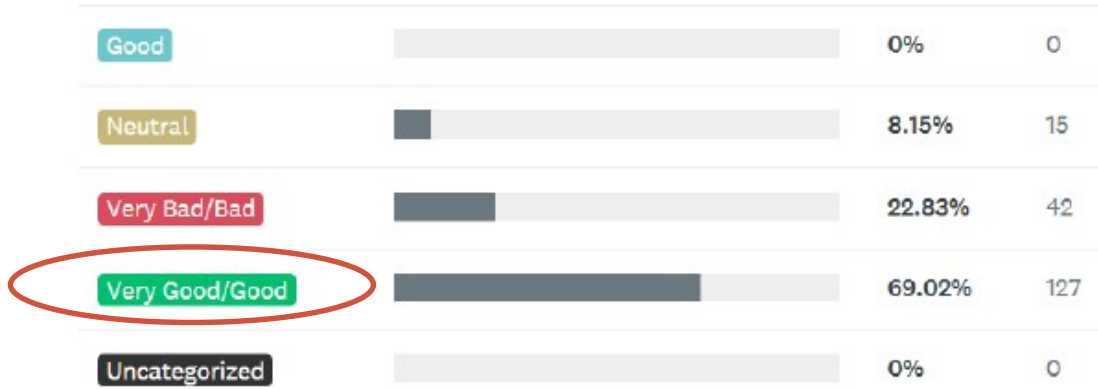
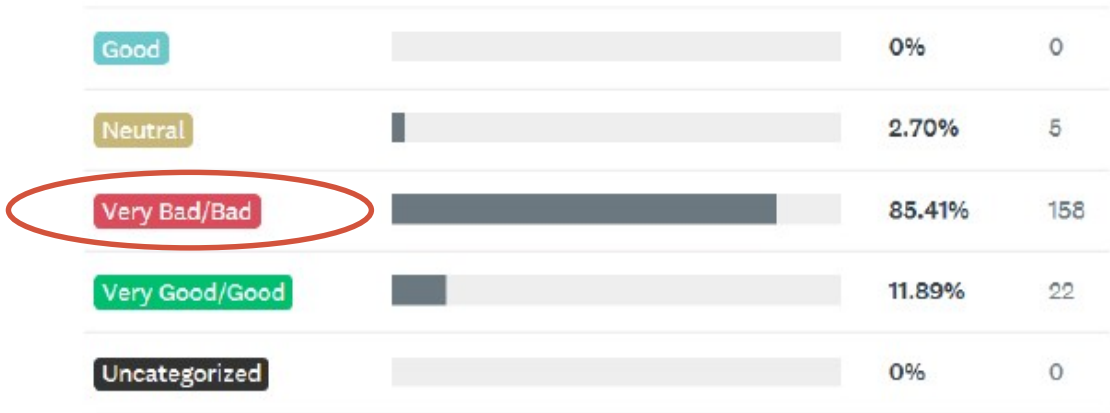




# Sandwich Sign Example



# 2017 Survey – 199 Respondents



# 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



# Proposed Regulations – New Portable Sign By-law

- Discourage permanent placement of temporary signs
- Temporary 30-day license/permit (S.3 and Ss.7(4))
- Application fee (\$25) (Ss. 6(f))
- Exempt from setback provisions (Ss. 7(3); Schedule C)
- Max one sign per lot, three (3) permits per year on same lot (Ss. 7(5))



# 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
<b>Message Duration</b> <ul style="list-style-type: none"><li>Min. 20 seconds (Ss. 100.1(1)(c))</li></ul>	<ul style="list-style-type: none"><li>Avoid asynchronous changes of signs in the same area</li><li>Reduce driver distraction</li></ul>
<b>Message Transition</b> <ul style="list-style-type: none"><li>Instantaneous (Ss. 100.1(1)(d))</li><li>Not involve any visible effects (flashing, scrolling, fading, dissolving...etc.) (Ss. 100.1(1)(e))</li></ul>	<ul style="list-style-type: none"><li>Reduce driver distraction</li><li>Reduce light pollution</li></ul>
<b>Brightness</b> <ul style="list-style-type: none"><li>Not exceed 3.23 lux above ambient light* (Ss. 100.1(1)(f))</li></ul> <p>* Measured at a distance which is determined by the square root of the sign area multiplied by 100</p>	<ul style="list-style-type: none"><li>Industry standard</li><li>Measuring against ambient light conditions allows for sign to automatically adjust to outdoor conditions</li></ul>
<b>Special Functions</b> <ul style="list-style-type: none"><li>Sign shall be equipped with automatic dimming technology (Ss. 100.1(1)(g))</li><li>Sign shall be turned off in the case of malfunction (Ss. 100.1(1)(h))</li></ul>	<ul style="list-style-type: none"><li>Automatic dimming will ensure sign will adjust to changing ambient light levels</li></ul>

# Electronic Message Signs (Cont'd)

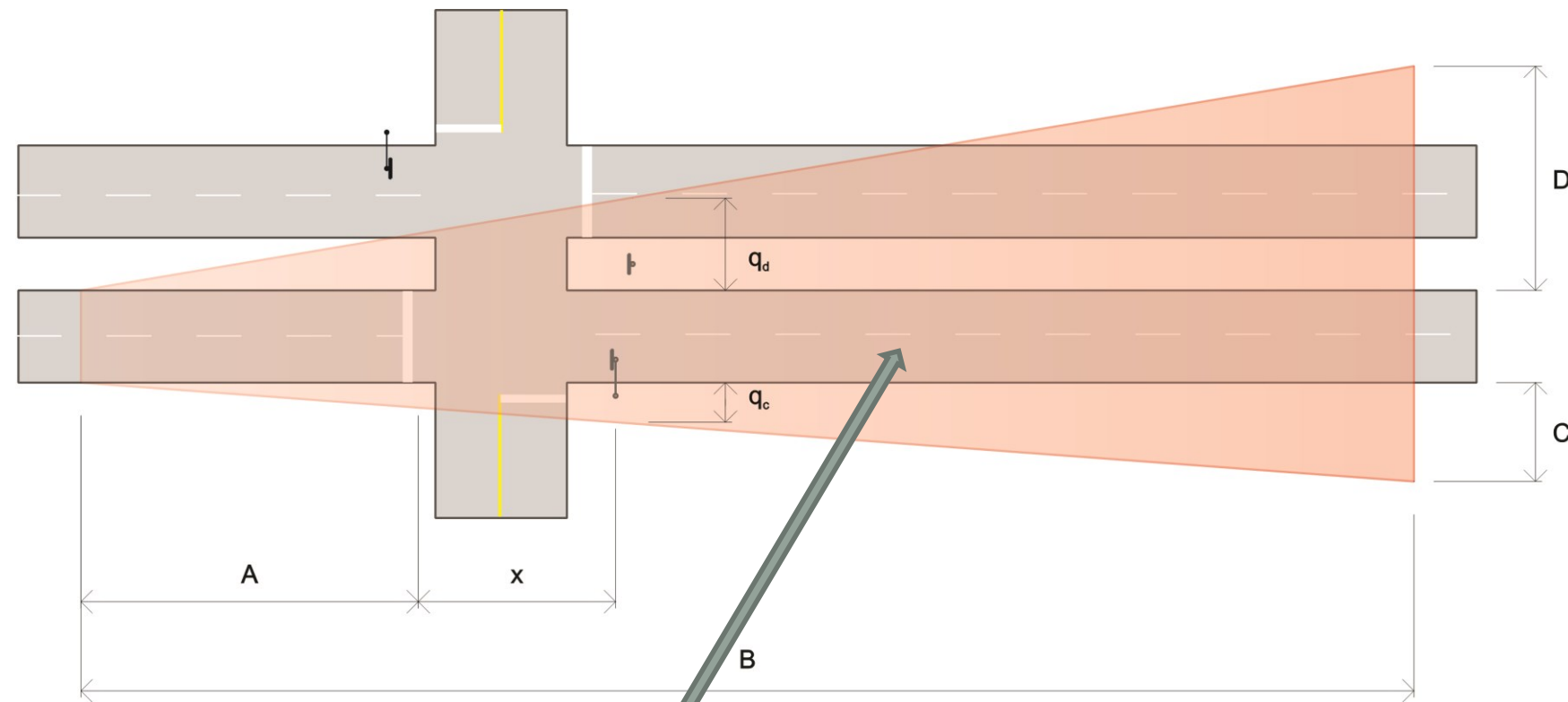
New Provisions (Sections 100.1 and 100.2)	Rationale
<b>Dimensions</b> <ul style="list-style-type: none"><li>Max. of 50% of the maximum allowable area of the sign (Ss. 100.1(2))</li></ul>	<ul style="list-style-type: none"><li>To facilitate on-site signage</li></ul>
<b>Acknowledgement Letter</b> <ul style="list-style-type: none"><li>Application for electronic sign will require an acknowledgment letter that the sign is capable of meeting the criteria (Ss. 100.1(3))</li></ul>	<ul style="list-style-type: none"><li>To ensure all parties involved understand the requirements of the By-law</li></ul>
<b>Other Provisions:</b> <p>Turned off between 11:00PM and 7:00 AM (unless the business is in operation during those hours) – (Ss. 100.2(4))</p> <p>Subject to Terms and Conditions (Ss. 100.1(1)(b)):</p> <ul style="list-style-type: none"><li>Located within the RBS, NC, PRI, OS, or ID Zone; or</li><li>Located within 30m of a residential zone</li></ul>	<ul style="list-style-type: none"><li>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</li><li>Limits overall light pollution</li><li>Conserves energy</li></ul>
<b>Prohibited Locations:</b> <ul style="list-style-type: none"><li>Residential zones</li><li>As a part of freestanding signs in the CM Zone fronting onto Bridgedale Blvd. or Gunningsville Blvd. (94(1)(e))</li></ul>	<ul style="list-style-type: none"><li>Certain areas of the Town will maintain a traditional mix, urban fabric by not having electronic message signs</li></ul>

# 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 [Doc #4]

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



Signs with electronic static copy are prohibited within red shaded area



# Electronic Message Signs Restriction Zone (Traffic Control Device)



# Recommendation

- **Staff recommends that:**

- 1) A public presentation for the re-adoption of Municipal Development Plan By-law No. 300-32, being Municipal Plan By-law No. 300-33, be set for September 10, 2018;
- 2) The re-adoption of the Municipal Development Plan By-law No. 300-32, being Municipal Plan By-law No. 300-33, and Zoning By-law No. 300-6, being Zoning By-law No. 300-7, be referred to the Planning Advisory Committee for its written views; and
- 3) That a public hearing be tentatively set for October 22, 2018, which may be confirmed at the above-noted public presentation.



# Questions or Comments

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