

Town of Riverview

COUNCIL REPORT FORM



Presented to: Mayor & Council

Department: Corporate Services Department

Date: September 18, 2018

Subject: Amendment to Proposed Portable Sign By-law

BACKGROUND

During the Regular Meeting of Council on September 10, 2018, Council passed first reading of By-law 700-60 Regulating the Erection and Use of Portable Signs in the Town of Riverview, with the following amendment:

"that Riverview Town Council add in a 12 month licensing option for portable signs".

In conversations with Urban Planning officials following that meeting, there were concerns that this simple amendment would not be sufficient to include all the details necessary for a 12 month option. In that regard staff are recommending Council repeal the previous motion and pass another amendment that would allow the increased licensing option along with the parameters around that increase.

In addition, Council expressed an interest in changing Section 9 of the Portable Sign By-law to allow for more signs on a property. Staff would recommend Council amend the by-law by replacing Section 9 with alternative wording provided by Urban Planning.

CONSIDERATIONS

Legal:

Section 15(7) of the Local Governance Act allows Council to amend a proposed by-law at any time before third reading by title.

Financial:

The only financial implications would be the increase in cost for an annual permit. An annual permit would cost \$100, but there would still be the option for business owners to purchase a special permit for \$25 to allow them to place a portable sign for a 30 day period.

Policy:

No current policies would be affected by this change.

Stakeholders:

The business community would have extra options for portable signage, however residents may have concerns with the increase in portable signs.

Strategic Plan:

- Retain and grow our strong local business community
- Provide high quality customer service to residents and businesses

Interdepartmental Consultation:

Both the Economic Development Department and the Corporate Services Department has worked together to bring forth a portable sign by-law that will best serve the needs of Riverview's business community and residents.

Communication Plan:

In accordance with the Local Governance Act the amended by-law will be advertised on the Town of Riverview's website for the required time period.

OPTIONS

Council has the option to leave the amended by-law as presented for 1st reading at the September 10, 2018 Regular Council Meeting or adopt the motions as outlined below.

RECOMMENDATION FROM STAFF

Staff recommends that Council propose three new motions as follows:

- 1) To 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) To amend 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.
- 3) To 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.