

City of North Bay Report to Council

Report No: CSBU-2022-031

Date: May 31, 2022

Originator: Beverley Hillier

Business Unit:

Department:

Community Services

Planning & Building Department

Subject: Amendment to Sign By-law 2006-143

Closed Session: yes ☐ no ☒

Recommendation

1. That the Sign By-law 2006-143 be amended as outlined in Report to Council CSBU 2022-31 dated May 31, 2022 by Beverley Hillier; and
2. That Report to Council No. CSBU 2022-31 be referred to the Community Services Committee for a Public Meeting to be held on June 28, 2022.

Background

The City's Sign By-law is used to regulate signage throughout the City. The By-law was last updated in 2014. City Staff continue to look for ways to improve the Sign By-law and receives feedback from other departments, agencies, members of the public and the sign industry.

City Staff held a meeting with representatives from the local sign industry on March 28, 2022 to review the proposed changes and hear any suggestions or concerns that they were experiencing with the By-law.

The following changes are proposed to the By-law. A copy of the draft by-law is attached as Appendix A.

- 1) Various administrative changes, including updating references to various City By-laws, including the City's Zoning By-law 2015-30 and correcting section numbers.
- 2) Changed definition of "Directional Sign" – remove the reference to fingerboard signs. Fingerboard signs are not regulated under the Sign By-law.
- 3) Update the definition of "Sign Area" to reflect the face area of the sign.

- 4) Provided "Canadian Advertising Standards Code" its own section
- 5) No longer require applications to be submitted in duplicate
- 6) Change the dwell time from 3 min to 20 seconds to coincide with MTO policies
- 7) Include Institutional zones in the By-law
- 8) Amend fascia signs in C1 zone to permit signs at front and back while still applying the 25% rule and allow a 3rd sign for a building on a corner lot. This will support buildings that have building faces on 3 streets.
- 9) Increase percentage permitted for animation from 25% of sign face area to 35% of the sign face area.
- 10) Change authority for variance approval from Council to Property Standards Committee.

The proposed changes aim to improve clarity, improve efficiencies, provide appropriate flexibility and provide necessary administrative updates to the By-law.

Financial/Legal Implications

N/A

Corporate Strategic Plan

- | | |
|--|---|
| ☐ Natural North and Near | ☒ Economic Prosperity |
| ☐ Affordable Balanced Growth | ☐ Spirited Safe Community |
| ☐ Responsible and Responsive Government | |

Specific Objectives

- Explore and implement opportunities to streamline processes, policies and practices that make it easier and more effective to do business in North Bay.

Options Analysis

Option 1:

1. That the Sign By-law 2006-143 be amended as outlined in Report to Council CSBU 2022-31 dated May 31, 2022 by Beverley Hillier; and
2. That Report to Council No. CSBU 2022-31 be referred to the Community Services Committee for a Public Meeting to be held on June 28, 2022.

Option 2:

That City Council does not approve proposed general amendment to Sign By-law 2006-143 as detailed in Report to Council CSBU 2022-31 dated May 31, 2022 by Beverley Hillier.

Recommended Option

Option 1 is the recommended option.

Respectfully submitted,

Name: Beverley Hillier, MCIP, RPP

Title: Manager, Planning & Building Services

I concur with this report and recommendation

Name Ian Kilgour, MCIP, RPP

Title: Director, Community Development and Growth

Name David Euler, P.Eng., PMP

Title: Chief Administrative Officer

Personnel designated for continuance:

Elizabeth Courville

Zoning Administrator

Appendix A – Draft Sign By-law Amendment

THE CORPORATION OF THE CITY OF NORTH BAY

BY-LAW NO. 2022-

BEING A BY-LAW TO AMEND BY-LAW 2006-143, AS AMENDED, TO RESTRICT AND REGULATE ADVERTISING DEVICES WITHIN THE CITY OF NORTH BAY

WHEREAS Section 99 of the Municipal Act, 2001, subsections 1 to 5, authorizes the Council to pass By-laws regulating signs and other advertising devices;

AND WHEREAS to further this objective Council passed By-law 2006-143 being a By-law to regulate signs and other advertising devices in the City of North Bay;

AND WHEREAS Council deems it desirable to amend By-law 2006-143 to restrict and regulate signs and other advertising devices within the City of North Bay;

AND WHEREAS Notice of the Public Meeting in the matter of the amendment to the Sign By-law was given by way of advertisement on the City's website on ____ day of _____, 2022;

AND WHEREAS a Public Meeting under the Municipal Act, in the matter of the amendment to the Sign By-law was held on the ____ day of _____, 2022;

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE CITY OF NORTH BAY HEREBY ENACTS AS FOLLOWS:

1. That the definition for "Billboard Sign" be amended to delete "or attached to a building"
2. That the definition for "Directional Sign" be deleted in its entirety and replaced with the following:
"means a sign that directs traffic or pedestrians"
3. That a definition for "Sign Area" be included to read:
 - (a) the entire area of a sign on which copy is intended to be placed; and
 - (b) in the case of a sign which has copy on more than one side of the sign, the average of the total area of all sides of the sign.

4. That any reference to Zoning By-law 28-80 be replaced with Zoning By 2015-30 throughout the Sign By-law.
5. That Section 2.2 be amended by removing any reference to Section 2.4 and replacing with Section 2.3.
6. That the second paragraph in Section 2.5 referencing Canadian Advertising Standards be removed from this section, and renumbered as Section 2.8.
7. That Section 2.7 be amended by removing any reference to Section 2.7 and replacing with Section 2.6
8. That Section 3.2 be amended by removing "be provided in duplicate and shall" from this section.
9. That Section 8.0(a) be amended by replacing the reference to Section 2.4 and replacing it with Section 2.3
10. That Section 8.0(b) be amended by adding "or designate" after Director.
11. That Section 8.2(b) be amended by removing "Residential Multiple Second Density (RM2) to Residential Multiple Sixth Density (RM6)" and replacing it with "Residential Multiple First Density (RM1) to Residential Multiple Third Density (RM3)".
12. That Section 8.2.1 (a) to (f) be renumbered.
13. That Section 8.2.1(a) be deleted in its entirety and replaced with "such signs are located in an R6 zone for townhouse developments, and in an RM1 to RM3 zones only."
14. That Section 8.2.1(c) be amended to reference "property" instead of "buildings".
15. That Section 8.3.1(c) be amended by changing the dwell time from 3 minutes to 20 seconds.
16. That Section 8.3.1(g) be deleted in its entirety.
17. That Section 8.4 and all subsections be amended by including "Institutional" zone.

18. That Section 8.4(c) be amended to state "all signs permitted in Sections 8.4.1 to 8.4.7".
19. That Section 8.4.1(e) be amended by adding the words "any other" before "City-owned lands".
20. That Section 8.4.2(a) be amended by deleting the word "signage" and replacing with "all fascia signs".
21. That Section 8.4.2(b) be deleted in its entirety and replacing it with the following:

In the case of an interior lot located within the C1 zone (Inner Core of City) 1 fascia sign shall be permitted at the front of the building facing Main Street and 1 additional fascia sign shall be permitted at the rear of the building facing Oak Street having a maximum face area each limited to 25% of the front or rear of the building's first storey face area. A third fascia sign shall be permitted on the interior side face of the building provided it does not exceed 3sq.m. In the case of a building flanking a third street, one additional fascia sign shall be permitted on the flankage side and limited to 25% of the building's first storey face area of said sign.

22. Section 8.4.2.1 be amended by increasing animation to 35% of the total area of the sign permitted. Remove the wording "per side" at the end of the paragraph.
23. Section 8.4.3.1 be amended by increasing animation to 35% of the total area of the sign permitted. Removing the wording "per side" at the end of the paragraph.
24. Section 8.4.4(f) be amended by replacing the word "tag" with "yearly sticker".
25. Section 8.4.4.3 be amended by replacing the reference to Section 8.4.8 and replacing it with "Section 8.4.4.2".
26. Section 8.4.7.3 be amended by removing "City Council" and replacing it with "Property Standards Committee".
27. Section 8.4.10 be amended by adding Institutional zones.

28. Section 8.4.10 (d) be amended by increasing animation permitted from 25% to 35%.

READ A FIRST TIME IN OPEN COUNCIL THE ____ DAY OF _____, 2022.

READ A SECOND TIME IN OPEN COUNCIL THE ____ DAY OF _____, 2022.

READ A THIRD TIME IN OPEN COUNCIL AND ENACTED AND PASSED THIS ____ DAY OF _____, 2022.

Mayor Allan McDonald

City Clerk Karen McIsaac

C00/2022SIGN BY-LAW AMENDMENT/ HOUSEKEEPING AMENDMENTS