



INFORMATION REPORT

TO: Chair and Members Planning Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: May 1, 2012	
SUBJECT/REPORT NO: Information Package Respecting Sign By-Law Deliberations (PED05172(k)) (City Wide)	
SUBMITTED BY: Tim McCabe General Manager Planning and Economic Development Department	PREPARED BY: Marty Hazell 905-546-2424 Ext. 4588
SIGNATURE:	

Council Direction:

The current Sign By-law enacted on August 12, 2010 repealed and replaced the former Sign By-law 06-243 following extensive review and consultation with stakeholders and the public as noted in the Information Section of this Report.

At the February 28, 2012 meeting of the Planning Committee, Mr. Don McPhail of Advantage Signs appeared as a delegation to express concerns relating to Mobile Signs. Mr. McPhail suggested that a Stakeholder Review Committee is necessary to review the concerns. Staff was directed to provide a background package to Committee members respecting the deliberations regarding the Sign By-law.

Information:

On August 9, 2006, City Council enacted By-law No. 06-243, being the Hamilton Sign By-law, which was to come into force and effect on February 1, 2007. Included in the approval of the Sign By-law was the following direction to staff:

“(v) That the General Manager of Planning and Economic Development be directed to report back to the Planning and Economic Development Committee by June 2008 regarding the application of the new Sign By-law including any recommendations for changes as may be applicable at that time.”

City Council in approving Report 08-024 of the former Economic Development and Planning Committee deferred the comprehensive review until April 2009 to allow for the conclusion of a pending Court application on the City's new Sign By-law.

On September 22, 2009, a Public Meeting regarding the comprehensive review and proposed recommendations to amend the City's Sign By-law was held. The purpose of the meeting was to seek feedback from members of the public, the sign industry, the agricultural community and other interested parties regarding the proposed changes to the City's Sign By-law 06-243. Staff was directed to conduct further consultation and to seek a 30 day public input period regarding the proposed changes to the Sign By-law.

Staff reported back to Economic Development and Planning Committee on:

- February 16, 2010 (PED05172(g)) – Committee referred the matter back for further consultation;
- April 6, 2010 (PED05172(g)) - Council referred the Report back to Committee for further consultation; and,
- April 14, 2010 – Council again referred the Report back for further consultation with the Hamilton Association of Business Improvement Areas (HABIA).

A copy of all related reports are available from the City Clerk. Due to the size of the attachments they are not included in this Report.

In January 2012 staff convened a meeting with industry stakeholders to discuss the By-law (Mr. McPhail was invited but chose not to attend) where the general consensus was that the By-law is working well, and that no immediate changes are required. It was agreed that another meeting would be convened in 2013.

MH/dt