



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Licensing and By-law Services Division

TO:	Chair and Members Planning Committee
COMMITTEE DATE:	February 6, 2018
SUBJECT/REPORT NO:	Amendments to Sign By-law 10-197 (Construction Hoarding) (PED17217(a)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Ken Leendertse (905) 546-2424 Ext. 3059
SUBMITTED BY:	Ken Leendertse Director, Licensing and By-law Services Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That the Sign By-law 10-197 be amended to include regulations for Construction Hoarding Signs, and that the amending by-law, attached as Appendix “A” to Report PED17217(a), which has been prepared in a form satisfactory to the City Solicitor, be enacted by Council.

EXECUTIVE SUMMARY

Section 5.11 – Other Signs outlines additional types of signs that fall outside the Regulations for Particular Type of Signs under the Sign By-law 10-197.

Construction Hoarding Signs were not considered when the original By-law was passed. However, their use is common within the construction industry. The inclusion of Construction Hoarding Signs will create the criteria for the use of these signs which is inclusive of the intent of the By-law, while ensuring this type of advertisement is not considered prohibited. The hoarding will continue to follow all construction requirements of the Site Plan as well as the Ontario Building Code. Only the regulatory approval of allowing advertising on hoarding will change.

This addition will update the Hamilton Sign By-law and supports the “Open for Business” approach as directed by Council.

Alternatives for Consideration – Not Applicable

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial / Staffing / Legal: N/A

HISTORICAL BACKGROUND

The City of Hamilton Sign By-law 10-197 was passed in 2010 with further technical and housekeeping amendments approved in 2011.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Open for Business Sub-Committee, Building Division and Legal Services were consulted in the preparation of this Report.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The Licensing Section of Planning and Economic Development have responded to several complaints of signage on construction hoarding over the past few years. Although it is a common practice for builders to use hoarding signs to advertise their project, the Sign By-law does not recognize this type of signage and therefore makes it prohibited under section 4.1(c) of the General Prohibition and Regulations, which reads as:

- 4.1 No person shall display or permit to be displayed a sign:
(c) which is not specifically permitted under this By-law.

Following a review of the Sign By-law 10-197, the attached draft amendment provides definition, clarity and regulations as to what is acceptable on Construction Hoarding Signs and permits this type of signage.

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

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Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

APPENDICES AND SCHEDULES ATTACHED

Appendix “A”: By-law amending Sign By-law 10-197

KL:st