

Welcome!

Virtual Meeting

Sign By-law General Amendments

January 25, 2024

11:00 am – 12:00pm

The meeting will begin shortly.

If you are experiencing technical difficulties, please click



and type us a message

Meeting participants will not be able to use their microphone during the meeting. To ask a question please type in the Q & A and the facilitator will direct the question to the appropriate person for a response. At the end of the meeting attendees will be able to have an open dialogue to ask questions of staff and the applicant. This open dialogue portion will not be recorded.

Meeting Agenda



11:00 am	Introductory items
11:05 am	Boulevard Signs
11:10 am	General Amendments
11:20 am	Next Steps
11:25 am	Open Dialogue
12:00 pm	Wrap Up

Virtual Meeting Format



- Don't worry – you're muted, but you can ask questions through the Q & A button.
- If you have technical issues, please message us through the Q & A button.
- Towards the end of the meeting, we will have an open dialogue session which will not be recorded.

Purpose



- Provide information about the proposed changes to the City's Sign By-law.
 - Council's motion from September 25, 2023
 - Other minor amendments
- Hear your comments
- Respond to your questions
- Let you know about next steps
- Council has **not** made any decisions or recommendations regarding this proposal yet.
- No decisions will be made at this meeting.

Concerns with Boulevard Signs



Council's Motion related to **excessive boulevard signs**:

- They cause visual clutter and pose a safety hazard.
- The 30-day hold requirement for removed signs is ineffective.
- Clearer information on open house signs would benefit residents and deter misuse.

Council directed staff to amend the Sign Bylaw:

- To require signs to prominently display either the date or the name of the day of the week for scheduled open houses
- To remove the requirement for a 30-day sign hold after removal.

Boulevard Signs

Real Estate Open House signs fall under the definition of “special event directional signs”.

Special Event Directional Sign regulations include:

- Currently only permitted to be displayed between 9am and 6pm on the day of the special event.
- May be erected on City property between the edge of the travelled roadway and the sidewalk, commonly known as the boulevard.
- Cannot be erected in the median which separates two directions of traffic (see below).



Boulevard Signs



Currently:

- special event directional signs can only be up between 9am and 6pm of the day of the special event

Proposing:

- to allow special event directional signs to be displayed for the entire day
- to require signs to prominently display either the date or the name of the day of the week of the special event

Proposed Amendment

- Special event directional signs may only be displayed on the day(s) of the special event, and shall prominently display either the date(s) of the event or the day(s) of the week with text height being at least 10cm.

Disposal of Removed Signs



Currently:

- requires the City to store illegal signs for at least 30 days which leads to administrative and storage challenges
- After storing for 30 days, unclaimed signs may be disposed without notice

Proposed Amendment:

- Remove the 30-day holding regulation and allow the City to immediately dispose of illegal signs.

The background features a dark blue top section with a white grid pattern. Below this, a light beige section contains a complex, overlapping geometric pattern of white lines and shapes, resembling a stylized architectural or structural design.

General Amendments

Incidental Signs

- Examples: drive through signs, parking lot directional signs
- Allow incidental signs to have a maximum height of 1.2m instead of 0.9m when located outside of the Driveway Visibility Triangle



Mixed use zones & zoning-related updates



Updating the sign by-law with zoning references to include Zoning By-law 2019-051, including:

- Add list of permitted signs in Mixed Use zones, similar to permitted sign types in Commercial zones
- Align visibility triangle measurements to Zoning By-law 2019-051
 - 7m for Corner Visibility Triangle, instead of 7.5m
 - 4.5m for Driveway Visibility Triangle, instead of 4.57m
- Include Employment zones in the list of permitted sign types for Industrial and Business Park zones

Projecting signs

- Allow limited internal illumination on Projecting signs - not fully backlit



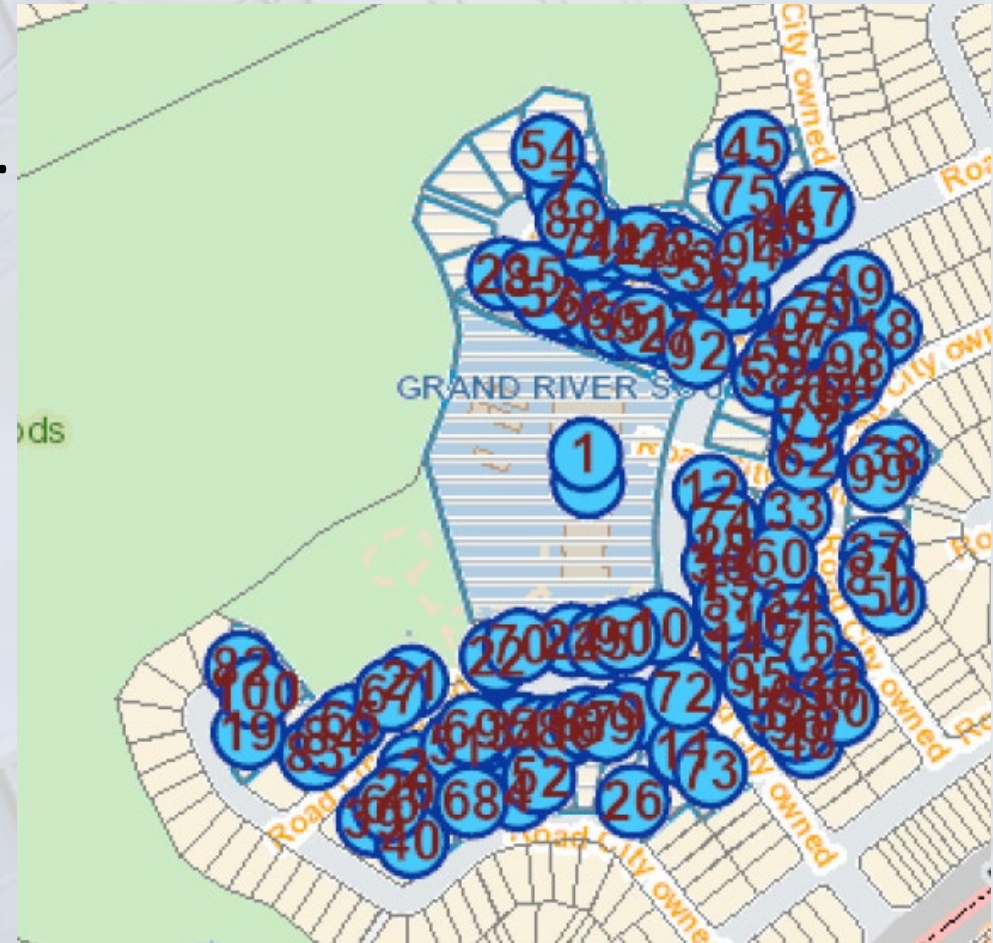
Automatic Changing Copy signs

- Reduce distance of signs with Automatic Changing Copy to residentially zoned lots
 - Sign By-law currently states 100m
- Evaluating recent variances for schools and community centre signs in residential neighbourhoods
 - Based on review, proposing 20m



Sign Variance circulation distance

- Consideration to reducing the radius for sign variance circulation notices from 120m.
- Example shown was a sign variance at 75 Pebblecreek Dr.
 - 120m radius required mailings to 129 addresses
 - Proposing new radius of 50m - more in line with allowing Automatic Changing Copy signs to be at least 20m from residential



Other Minor Amendments



- Clarify Election signs are not permitted on City or public property
- Remove Tower sign regulations – obsolete sign type
- Remove imperial unit conversions, e.g. 7.5 metres (24.6 feet)
- Add new definition for “Corner Lot”, currently captured under the definition for Corner Visibility Triangle
- Add “Multiple Unit Identification” sign definition and identify it is approved through Fire Prevention rather than a sign permit
- Remove annual renewal for New Home Development signs
- Update outdated references like staff/department titles

Next Steps



- If you haven't provided comments yet, please e-mail Planning@kitchener.ca with your comments by January 31, 2024.
- City staff will prepare a report and recommendations that will consider the public feedback for Committee's consideration.
- Target date for the formal public meeting is April 22, 2024.
- Committee makes a recommendation to Kitchener City Council for decision.
- Following Council's decision, the updates to the Sign By-law would come into effect.

Open Dialogue

Please raise your hand and staff will unmute you so that you may ask your questions live.

THANK YOU!

March 1, 2024

City of Kitchener Community and Infrastructure Services Committee
City of Kitchener Planning & Zoning Services

RE: Updating Sign By-law - City of Kitchener

Dear Committee Members and City Staff,

I want to thank City staff for bringing to our attention the proposed changes to the City's Sign By-law related to Special Event Directional Signs (typically Open House type signs).

The Waterloo Region Association of REALTORS® (WRAR) represents 2,800 members who sold 4,531 properties in Kitchener last year.

WRAR shares Kitchener Council's concerns about excessive boulevard signs, which cause visual clutter and pose safety hazards.

REALTORS use Directional Open House signs to facilitate the sale of properties and help direct interested buyers to open houses. However, there are a small number who use these types of signs for their self-promotion, which frustrates everyone, not the least of whom are those REALTORS® who consistently comply with the rules.

While REALTOR®'S signs make up some of the signage we all see proliferating across the community, there are other sources, and clearer rules would benefit everyone, and deter abuse.

WRAR supports:

The motion from Kitchener council to require signs to display either the date(s) or the name of the day(s) of the week for scheduled events such as open houses.

Currently, Kitchener's sign by-law allows special event signs to be up only between 9 am and 6 pm on the day of the special event. WRAR supports the proposed amendment to allow special event directional signs to be displayed for the entire day.

WRAR recommends:

WRAR also supports the proposed amendment to remove the 30-day holding regulation. **However, we recommend that the City not dispose of illegal real estate signs immediately.** Rather, we would suggest the City work with WRAR to address those signs that belong to our members. WRAR membership requires that REALTORS® follow all municipal by-laws and regulations, so in this instance, the WRAR would consider an enforcement process that could include incremental administrative monetary penalties.

Since we can only apply these sanctions to our members, and some of these signs may be from REALTORS® from other associations, we would recommend the City dispose of those signs.

WRAR recommends:

Greater coordination between the City of Kitchener and the Region of Waterloo to enforce and communicate their sign by-laws. City residents and users do not always know what is a regional road and what is a municipal road. It would be helpful if the Region empowered municipal by-law officers to enforce and respond to signs illegally placed on roundabouts or along regional roads – that fall within the municipal boundary.

WRAR recommends:

Clear and precise rules. WRAR is prepared to collaborate with the City to create an easy-to-understand Sign Bylaw Guide for REALTORS® to communicate better the rules related to signs. The current Sign Bylaw is accessed by a cumbersome Laserfish application, is 73 pages and is difficult to read and navigate online.

WRAR is also prepared to coordinate with City staff to enhance the enforcement of any breaches of this by-law, which we believe will lead to greater compliance.

Sincerely,

A handwritten signature in black ink, appearing to read 'cmoura' in a cursive script.

Christal Moura, President,
WATERLOO REGION ASSOCIATION OF REALTORS®