

# General Amendments to the Sign By-law

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SVA 2024-005

Planning & Strategic Initiatives Committee  
May 13, 2024

# General Amendments to the Sign By-law

- Response to September 2023 Council motion with respect to excessive boulevard signs
- Other general amendments



Source: amazon.ca

# Council Motion

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.

# Special Event Directional Signs

What they are:



Where they can be located:



# Proposed Amendments

## Currently:

- Special event directional signs can only be up between 9am and 6pm on the day of the special event
- City must hold illegal signs for at least 30 days before disposal

## Proposing:

- Allow special event directional signs to be displayed for the entire day
- Require signs to prominently display either the date or the name of the day of the week of the special event
- Remove the 30-day hold after a sign has been removed



# Other General Amendments

- Update zoning references to align with Zoning By-law 2019-051
- Reduce the distance of signs with automatic changing copy to residentially zoned lots to 20 metres when oriented perpendicular to the street line and 30 metres otherwise, instead of 100 metres
- Reduce the radius for circulation notices to 60 metres for sign variances

# Engagement

3 engagement opportunities:

- Waterloo Region Association of Realtors
- Kitchener Development Liaison Committee
- Virtual community meeting, including members from sign industry

# Recommendation

- Approval of the proposed Sign Bylaw Amendment
- The by-law is proposed to come into effect on July 1, 2024, to allow realtors and other special event providers sufficient time to produce new signs.