**Minutes – Executive Policy Committee – September 17, 2019**

**Report – Standing Policy Committee on Property and Development, Heritage and Downtown Development – September 4, 2019**

**Item No. 2 Mobile Signs**

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development, Heritage and Downtown Development and submitted the following to Council:

1. That the Winnipeg Public Service be directed to report back to the Standing Policy Committee on Property and Development, Heritage and Downtown Development in 120 days with proposed regulatory changes pertaining to mobile signs (inclusive of flags, banners, and inflatable signs, regulations surrounding permits, time restrictions, colour requirements, and graphic signs), following additional analysis and consultation with members of the mobile sign industry.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

**Minutes – Executive Policy Committee – September 17, 2019**

**Report – Standing Policy Committee on Property and Development, Heritage and Downtown Development – September 4, 2019**

DECISION MAKING HISTORY:

Moved by Councillor Rollins,

That the recommendation of the Standing Policy Committee on Property and Development, Heritage and Downtown Development be concurred in and forwarded to Council.

Carried

STANDING COMMITTEE RECOMMENDATION:

On September 4, 2019, the Standing Policy Committee on Property and Development, Heritage and Downtown Development concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

COUNCIL DECISION:

On May 16, 2019, Council concurred in the recommendation of the Standing Policy Committee on Property and Development, Heritage and Downtown Development and adopted the following:

1. That an extension of time of 90 days be granted for the Winnipeg Public Service to review and report back on all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and color requirements, as well as how these requirements should apply to graphic signs, and recommendations for amendments to these regulations.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

**Report – Standing Policy Committee on Property and Development, Heritage and Downtown Development – September 4, 2019**

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

On January 31, 2019, Council concurred in the recommendation of the Standing Policy Committee on Property and Development, Heritage and Downtown Development, as amended, and adopted the following:

1. That the Winnipeg Public Service be directed to review all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and color requirements, as well as how these requirements should apply to graphic signs, and report back to Council within 120 days with recommendations for amendments to these regulations.

2. That the Winnipeg Public Service be directed to suspend enforcement of subsection 184(9) of the Winnipeg Zoning By-law No. 200/2006 until such time that the said report is considered by Council.

3. That the Winnipeg Public Service provide opportunity for industry stakeholders to give input as part of the review of all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and color requirements, as well as how these requirements should apply to graphic signs.

4. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

# ADMINISTRATIVE REPORT

**Title:** Mobile Signs

**Critical Path:** Standing Policy Committee on Property and Development, Heritage and Downtown Development – Executive Policy Committee – Council

## AUTHORIZATION

| Author | Department Head | CFO | CAO |
|---|---|---|---|
| M. Pittet | J. Kiernan | N/A | D. Wardrop,<br>Acting Interim CAO |

## EXECUTIVE SUMMARY

On January 31, 2019, the Public Service was directed to report back to Standing Policy Committee on Property and Development, Heritage and Downtown Development ("SPC") with a review of all provisions governing mobile signs, with opportunity for mobile sign industry stakeholder input.

The Public Service has completed the following components of the review:

- A scan of the City of Winnipeg's current zoning regulations pertaining to mobile signs, including flags, banners, and inflatable signs, regulations surrounding permits, time restrictions, colour requirements and graphic signs.

- A cross-jurisdictional comparison of mobile sign regulations in 6 cities (Calgary, Edmonton, Hamilton, Saskatoon, Toronto, Ottawa).

- In-person consultation with members of the mobile sign industry.

The Public Service is requesting an additional 120 days to allow for supplementary analysis and consultation with the mobile sign industry, prior to submitting a report with proposed amendments to Winnipeg Zoning By-Law No. 200/2006 and Winnipeg Building By-law 4555/87 to SPC.

Taking into account all information to date, the Public Service is giving consideration to some regulatory changes as follows. These are for discussion at this stage only:

- Clarifying the regulation regarding colour lettering.
- Reviewing size and heights of mobile signs.
- Exploring regulations requiring mobile signs to be in good repair.
- Making adjustments to ensure mobile signs are temporary.
- Exploring separation distances from intersections.
- Developing regulations for 'graphic' mobile signs.

- Re-examining regulations pertaining to number of mobile signs allowed on a lot.
- Developing regulations for ‘flag’ signs, ‘teardrop’ signs, ‘air dancer’ inflatable signs, ‘banners’, ‘zip-tie’ pole mounted signs, and ‘sidewalk boards’.
- Adding mobile signs to the online sign permit application platform currently being introduced by the City.

A ‘mobile sign primer’ is included in Section 2 of Appendix A: Planning Discussion. The mobile sign primer provides image examples of each type of mobile sign.

## RECOMMENDATIONS

1. That the Public Service be directed to report back to SPC in 120 days with proposed regulatory changes pertaining to mobile signs (inclusive of flags, banners, and inflatable signs, regulations surrounding permits, time restrictions, colour requirements, and graphic signs), following additional analysis and consultation with members of the mobile sign industry.

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

## REASON FOR THE REPORT

On January 31, 2019, Council concurred in the recommendation of the Standing Policy Committee on Property and Development, Heritage and Downtown Development (SPC), as amended, and adopted the following:

1. That the Winnipeg Public Service be directed to review all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and colour requirements, as well as how these requirements should apply to graphic signs, and report back to Council within 120 days with recommendations for amendments to these regulations.

2. That the Winnipeg Public Service be directed to suspend enforcement of subsection 184(9) of the Winnipeg Zoning By-law No. 200/2006 until such time that the said report is considered by Council.

3. That the Winnipeg Public Service provide opportunity for industry stakeholders to give input as part of the review of all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and colour requirements, as well as how these requirements should apply to graphic signs.

This report deals with items 1 and 3. The Zoning and Permits Branch suspended enforcement per item 2 starting January 31, 2019.

## IMPLICATIONS OF THE RECOMMENDATIONS

The Public Service will prepare a report with recommended amendments to Winnipeg Zoning By-Law 200/06 and Winnipeg Building By-law 4555/87 pertaining to mobile signs. The recommended amendments will:

- Bring standards into better alignment with other Canadian cities,
- Accommodate 'graphic' mobile signs - an emerging mobile sign type
- Align regulations between the two by-laws.

## HISTORY

On January 31, 2019, Council concurred in the recommendation of SPC, as amended, and adopted the following:

1. That the Winnipeg Public Service be directed to review all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and colour requirements, as well as how these requirements should apply to graphic signs, and report back to Council within 120 days with recommendations for amendments to these regulations.
2. That the Winnipeg Public Service be directed to suspend enforcement of subsection 184(9) of the Winnipeg Zoning By-law No. 200/2006 until such time that the said report is considered by Council.
3. That the Winnipeg Public Service provide opportunity for industry stakeholders to give input as part of the review of all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and colour requirements, as well as how these requirements should apply to graphic signs.
4. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

A detailed discussion of the matter is provided in Appendix A: Planning Discussion, attached.

The matter pertains to the area regulated by the Winnipeg Zoning By-Law, shown in grey on Figure 1.

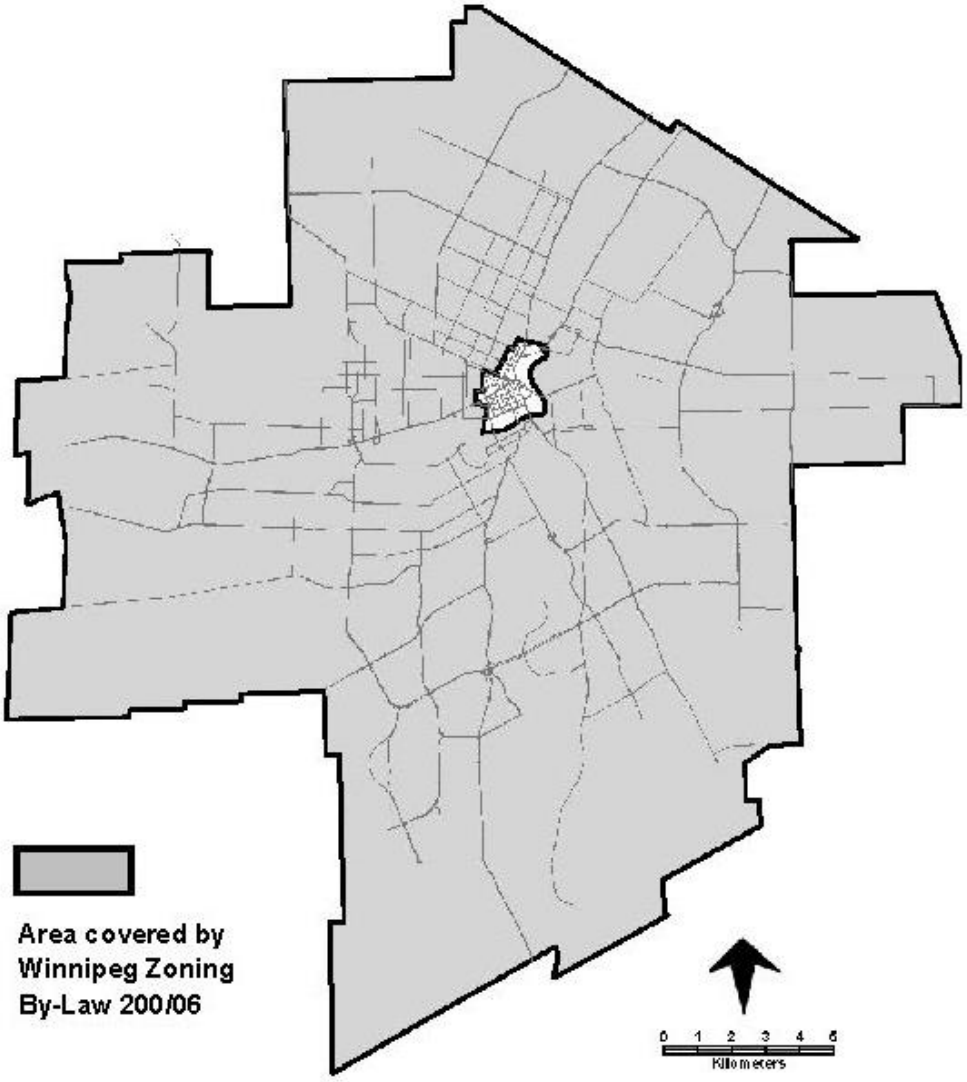



**Figure 1: Area covered by Winnipeg Zoning By-Law 200/06**

**FINANCIAL IMPACT**

## Financial Impact Statement

**Date:** August 22, 2019

## Project Name:

## Mobile Signs

**COMMENTS:**

There are no direct financial implications associated with this report.

*"Original Signed By"*
Mike McGinn, CPA, CA
Manager of Finance

## CONSULTATION

This Report has been prepared in consultation with:

- Public Works
- Legal Services (as to legal issues)

## OURWINNIPEG POLICY ALIGNMENT

Mobile signs are primarily located in Centres and along Corridors. The Key Direction for Centres and Corridors in the *Complete Communities Direction Strategy* is as follows:

> *Focus a significant share of growth to Centres and Corridors in a manner that:*
>
> - *provides compact, mixed-use, high-quality urban development,*
> - *concentrates urban development in a built form that helps to optimize existing investment, municipal infrastructure, and facilities; and*
> - *encourages a built form that supports a pedestrian-friendly environment while incorporating climate-sensitive site and building design.*

## SUBMITTED BY

Department: Planning, Property and Development
Division: Urban Planning
Prepared by: Andrew Ross, RPP, MCIP
Date: August 22, 2019

Attachments:
Appendix A: Planning Discussion
Appendix B: Stakeholder Consultation

**Appendix A: Planning Discussion**

1. Background

On January 31, 2019, Council concurred in the recommendation of SPC, as amended, and adopted the following:

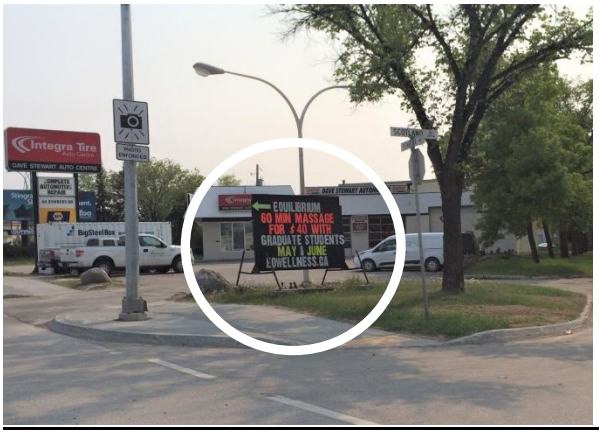
1. That the Winnipeg Public Service be directed to review all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and colour requirements, as well as how these requirements should apply to graphic signs, and report back to Council within 120 days with recommendations for amendments to these regulations.
2. That the Winnipeg Public Service be directed to suspend enforcement of subsection 184(9) of the Winnipeg Zoning By-law No. 200/2006 until such time that the said report is considered by Council.
3. That the Winnipeg Public Service provide opportunity for industry stakeholders to give input as part of the review of all current provisions of the Winnipeg Zoning By-law No. 200/2006 in respect of mobile signs (inclusive of flags, banners, and inflatable signs), including regulations surrounding permits, time restrictions, and colour requirements, as well as how these requirements should apply to graphic signs.
4. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

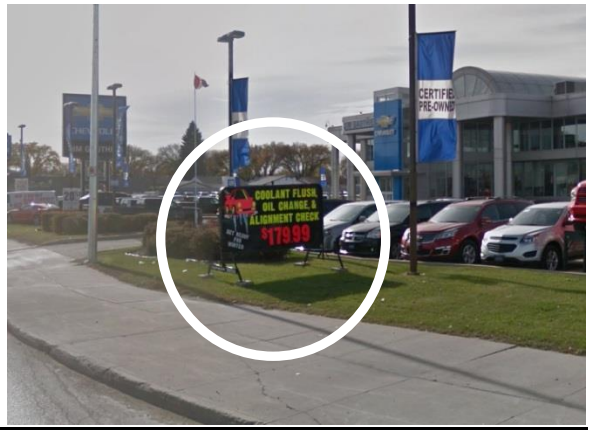
This report deals with items 1 and 3. The Zoning and Permits Branch suspended enforcement per item 2 starting January 31, 2019.

2. Mobile Sign Primer

In addition to the images below, see Section 3.1 for current definitions in the Winnipeg Zoning By-Law.

Mobile Signs



Graphic mobile signs







Flags – regular (left) and 'teardrop' (right)






Banners



Inflatables







Sidewalk Boards






## 3. Current provisions of Winnipeg Zoning By-Law 200/06

### 3.1 Mobile Signs

| MOBILE SIGNS: Current Regulations in Winnipeg Zoning Bylaw 200/06 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Definition** | **Separation from Other Land Uses** | **Separation Between Signs** | **Separation from Intersections** | **Permit Duration** | **Max. Height** | **Max. Surface Area** | **Colour** | **Number of Signs Per Lot** |
| "A sign which is mounted on a trailer, vehicle, stand, or similar support structure which is designed in such a manner that the sign can be readily relocated to another location, and which may include copy that can be changed through the use of removable characters or panels." | Not permitted in certain PDO areas [i]<br><br>Not permitted downtown or if there is an existing digital sign on a lot. | 65 ft.[ii] | N/A | 90 days (max. three 90-day periods per year) | 13 ft.[iii] | 64 sq. ft.[iv] | Lettering must be white on black, or black on white | 1 sign per use on a zoning lot<br><br>Max. 2 signs on any zoning lot or site |

[1] Planned Development Overlay (PDO) areas in which mobile signs are not permitted are: Boulevard Provencher, St. Norbert Neighbourhood Main Street, Downtown Transcona, Academy Road Neighbourhood Main Street, Yards at Fort Rouge, and Corydon-Osborne.

### 3.2 Flags, Banners, Inflatables

| FLAGS, BANNERS, & INFLATABLE SIGNS: Current Regulations in Winnipeg Zoning Bylaw 200/06 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Sign Type**<br><br>**(Definition)** | **Separation from Other Land Uses** | **Separation Between Signs** | **Separation from Intersections** | **Permit Duration** | **Max. Height** | **Max. Surface Area** | **Colour** | **Number of Signs Per Lot** |
| **Flag**<br><br>(N/A) [v] | N/A | N/A | N/A | 14 days (max. two periods per year) | N/A | N/A | N/A | 1 per zoning lot or site [vi] |
| **Banner Sign**<br><br>(A temporary sign composed of lightweight, non-rigid material, such as cloth, canvas, P.V.C., or similar material) | N/A | N/A | N/A | 14 days (max. two periods per year) [vii] | N/A [viii] | N/A | N/A | 1 per lot, zoning lot, or site.[ix] |
| **Inflatable Sign**<br><br>(An inflated three-dimensional device which may incorporate a sign and is anchored or affixed to a building or site, and is approved as a mobile sign) | N/A | N/A | N/A | 14 days (max. two periods per year) | N/A | N/A | N/A | 1 per lot, zoning lot, or site.[x] |

## 4. Other Canadian Cities – Mobile Signs

| MOBILE SIGNS: Other Canadian Cities | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **City** (Definition) | **Separation from Other Land Uses** | **Separation Between Signs** | **Separation from Traffic Decision Locations** | **Permit Duration** | **Max. Height** | **Max. Surface Area** | **Colour** | **Number of Signs Per Lot** |
| **Toronto** (**Mobile Sign:** a sign that is: 1) Temporary; 2) Designed for the rearrangement of copy on the sign face; and 3) Part of, or attached to, a readily re-locatable wheeled trailer or frame without wheels.) | Not permitted: residential, industrial zones | 75 ft.[xi] | 29.5 ft.[xii] | 30 days (max. 3 per year)[xiii] | 8.2 ft. from grade | 53.8 sq. ft. per side [xiv] | Content must be white on black, or black on white | N/A |
| **Hamilton** (**Mobile Sign:** a sign that is temporary, is capable of being readily moved from one location to another, and may be part of or attached to a wheeled trailer or frame without wheels but does not include a Temporary Sign.) | 49 ft. from residential uses<br>9.8 ft. from any other use[xv] | 164 ft.[xvi] | 49 ft. | 14 days (max. 6 per year) [xvii] | 8.8 ft.[xviii] | 48 sq. ft.[xix] | N/A | 2 |
| **Ottawa** (**Mobile Sign:** a sign that is (a) temporary, (b) designed for the manual rearrangement of copy on the sign face, and (c) part of, or attached to, a readily relocatable wheeled trailer or frame without wheels, for use in another location, but does not include a portable sign, or a sign attached to a vehicle where the principle use of that vehicle is the transportation of people, goods or other materials.) | Not permitted in residential zones | 75 ft.[xx] | 29.5 ft.[xxi] | 30 days (max. 4 per year) [xxii] | 8.8 ft. from grade [xxiii] | 39.8 sq. ft.[xxiv] | N/A | N/A |
| **Edmonton**[xxv] (**Temporary Sign:** any on-premises or off-premises sign that is relocatable from a site and used for advertising of a limited duration.[xxvi]) | Discretionary in residential zones[xxvii] | 98.4 ft.[xxviii] | N/A [xxix] | On-Premises signs: 30 days<br>Off-Premises signs: 365 days | 9.8 ft. | 53 sq. ft. | N/A | Dependent on sign schedule |
| **Calgary** (**Temporary Sign:** a sign that is not permanently affixed to a structure or is displayed on a structure that is designed to be moved from place to place or is easily movable.[xxx]) | Not permitted on or within sight of certain streets and pedestrian corridors.[xxxi] | N/A | N/A [xxxii] | N/A [xxxiii] | 4.9 to 9.8 ft. from grade, depending on overall surface area | 9.8 sq. ft. (residential zone)<br>59 sq. ft. (all other zones) | N/A | Between 1 and 3, depending on parcel frontage[xxxiv] |
| **Saskatoon** (**Portable Sign:** a portable, freestanding sign mounted on a wide based frame with a single sign face area of not less than [20 sq. ft.] or greater than [64 sq. ft.] which can be readily moved or transported to various locations.) | Not permitted in RA1 residential zone. | 65 ft. | N/A [xxxv] | No restriction for Commercial zones[xxxvi]<br>90 days max. in residential zones [xxxvii] | 9.8 feet from grade | 64 sq. ft. | N/A | N/A |

Note: In several cities, mobile signs are not permitted in certain areas covered by a local area plan or zoning overlay.

## 2.1 Other Canadian Cities – Flags, Banners, Inflatables

| FLAGS, BANNERS, & INFLATABLE SIGNS: Other Canadian Cities | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **City**<br>**(Definition)** | **Separation from Other Land Uses** | **Separation Between Signs** | **Separation from Traffic Decision Locations** | **Permit Duration** | **Max. Height** | **Max. Surface Area** | **Colour** | **Number of Signs Per Lot** |
| **Toronto**<br>(**Flag:** N/A) [xxxviii] | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| (**Banner:** A canvas or similar fabric advertising sign which promotes a charitable, community, philanthropic or other public event) [xxxix] | N/A | N/A | N/A | 90 days max.[xl] | 9.8 ft.[xli] | 32.2 sq. ft.[xlii] | N/A | N/A |
| (N/A) [xliii] | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| **Hamilton**<br>(**Flag:** N/A) [xliv] | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| (**Banner**: A sign that is temporary, is capable of being readily removed and is made from cloth, plastic or a similar lightweight non-rigid material) | Not permitted when property is used for residential uses [xlv] | N/A | N/A | 28 days max.[xlvi] | N/A | 64.5 sq. ft. | N/A | 1 max. per building elevation, structure or fence |
| (**Inflatable**: sign that is temporary, is filled with air or gas and tethered to the ground, a vehicle or any structure and includes, but is not limited to, balloons and any other inflatable sign) | Permitted only in commercial, industrial, institutional zones | N/A | N/A [xlvii] | 7 days (max. 2 per year) | 22.9 ft. | N/A [xlviii]. | N/A | N/A |
| **Ottawa**<br>(**Flag:** N/A) [xlix] | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| (**Banner**: A temporary sign other than a poster sign that is of a decorative nature and made of cloth, canvas or other lightweight, non-rigid material that is used or that functions as a sign) | Not permitted on residential properties | N/A | 29.5 ft. | 30 days max. | N/A [l] | 495 sq. ft. | N/A | 1 [li] |
| (**Inflatable:** A non-rigid, gas or air filled bag or balloon designed or used as an advertising device) | 301.8 ft. from a residential premise [lii] | 32.8 ft.[liii] | 29.5 ft. | 7 days (max. 2 per year) | 16.4 ft. from grade | N/A [liv] | N/A | 1 [lv] |
| **Edmonton**<br>(**Flag:** N/A) [lvi] | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| (**Banner or Fascia Sign:** any Sign painted on or attached to an exterior building wall, or any other permitted structure, on which a two dimensional representation may be placed, so that the Sign does not extend more than 40 cm out from the wall or structure nor beyond the horizontal limits of the wall.[lvii] | Not permitted in low-and-mid-density residential zones. | N/A | N/A | N/A[lviii] | 6.5 ft.[lix] | 21 to 699 sq. ft. depending on Sign Schedule | N/A | 2 max., or unspecified depending on Sign Schedule |
| (**Volumetric Sign:** a sign that is a three-dimensional representation of an object for either on-premises or off-premises<br>**Edmonton (contd.)**<br>advertising purposes. The sign may have | See regulations for Mobile Signs | See regulations for Mobile Signs | See regulations for Mobile Signs | See regulations for Mobile Signs | Ground: Max. height of district<br>Roof: combined | N/A | N/A | See regulations for Mobile Signs |

| FLAGS, BANNERS, & INFLATABLE SIGNS: Other Canadian Cities | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **City**<br><br>**(Definition)** | **Separation from Other Land Uses** | **Separation Between Signs** | **Separation from Traffic Decision Locations** | **Permit Duration** | **Max. Height** | **Max. Surface Area** | **Colour** | **Number of Signs Per Lot** |
| a rigid frame structure or be inflatable and may or may not be permanent) | | | | | building & sign – max. height of district | | | |
| **Calgary**<br><br>(**Flag Sign:** a sign that is made of fabric or flexible material attached to or designed to be flown from a permanently constructed flagpole or light standard) | N/A | N/A | N/A[lx] | N/A | 13 to 40 ft., depending on zoning district [lxi] | 21.5 sq. ft. max. | N/A | 3 to 6, depending on parcel size [lxii] |
| (**Banner**: A sign that is constructed of non-rigid material capable of being displayed without the use of a flag pole) | N/A | N/A | N/A | 90 days max. per year | N/A | 53.8 sq. ft. | N/A | 1 per business [lxiii] |
| (**Inflatable**: a sign consisting of, or incorporating, a display that is expanded by air or other gas to create a three-dimensional feature) | Not permitted on roofs or within view of certain streets, pedestrian corridors[lxiv] | N/A | N/A [lxv] | 30 days max. | 13-40 ft. depending on zone | N/A | N/A | 1 per parcel [lxvi] |
| **Saskatoon**<br><br>(**Flag:** N/A) [lxvii] | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| (**Banner:** A sign made of fabric or other non-rigid material with no enclosing framework) | Not permitted in residential zones [lxviii] | N/A | 49.2 ft. (cross-street banners) | 1 to 3 months (side-mounted)<br><br>2 weeks (cross-street) | 7.8 ft. (side-mounted)<br><br>4 ft. (cross-street) | 19.5 sq. ft. (side-mounted)<br><br>33 ft. (cross-street) | Vivid, contrasting colours preferred | N/A |
| (**Inflatable:** N/A) [lxix] | Not permitted: residential districts, public streets | N/A | 98.4 ft. | 14 days max. | N/A [lxx] | N/A | N/A | N/A |

3. Potential future regulatory changes (for further exploration)

- Clarifying the regulation regarding colour lettering.
- Reviewing size and heights of mobile signs.
- Exploring regulations requiring mobile signs to be in good repair.
- Making adjustments to ensure mobile signs are temporary.
- Exploring separation distances from intersections.
- Developing regulations for ‘graphic’ mobile signs.
- Re-examining regulations pertaining to number of mobile signs allowed on a lot.
- Developing regulations for ‘flag’ signs, ‘teardrop’ signs, ‘air dancer’ inflatable signs, ‘banners’, ‘zip-tie’ pole mounted signs, and ‘sidewalk boards’.
- Adding mobile signs to the online sign permit application platform currently being introduced by the City.

The Public Service will be finalizing proposed options for amendments to the Winnipeg Zoning By-Law and Winnipeg Building By-law 4555/87. Additional analysis and consultation with the mobile sign industry is requested prior to presenting zoning amendments to SPC and Council for their consideration, in a separate report to be submitted in 120 days.

## Appendix B: Stakeholder Consultation

### Mobile Sign Industry Meeting
### June 14, 2019

| The following industry representatives were invited: | The following industry representatives attended: |
|---|---|
| Alpha Signs<br>See Mobile Signs<br>Signsations<br>Sleek Signs (Manitoba) Ltd.<br>Winnipeg Value Book Ltd.<br>Have Your Say Signs Ltd.<br>Postime Signs<br>Easy Mobile Signs<br>React Signs<br>Sign Guru<br>MasterCanadaPlus<br>Postcard Portables<br>Curbex Media<br>Magnet Signs<br>All-Around Signs<br>Response Mobile Signs | Postime Signs<br>Easy Mobile Signs<br>React Signs<br>Sign Guru<br>MasterCanadaPlus<br>Postcard Portables<br>Curbex Media<br>Magnet Signs<br>All-Around Signs<br>Response Mobile Signs |

| Comments / questions in meeting raised by participants | Public service assessment/ response |
|---|---|
| Clarify existing regulations regarding sign surface area – does the 64 sf. Apply to both sides or per side? | The existing regulation for mobile sign surface area is 64 sf. inclusive of both sides of the sign. |
| Regina, London, and Saskatoon all have permitting systems that utilize stickers for mobile signs | A licensing issue – outside scope of this motion |
| Vaughan, Ontario moved to eliminate design restrictions on mobile sign graphics and lettering. | Feedback received. |
| Concerns raised regarding current regulation that does not permit a mobile sign if there is already a digital sign on the same lot. | The Public Service is considering different options. One could be to potentially eliminate this restriction and instead implement a maximum # mobile signs per lot based on lot size. |
| Regulatory language around flag signs (i.e. on car dealership lots) could be clarified as currently it technically only allows them for a 14-day period. | The Public Service is considering different options. One could be to implement a maximum size, below which a permit or time limit is not required. |
| 'Air dancer' inflatable signs: recommendation received that a buffer around them could be explored to mitigate safety conflicts with vehicles and pedestrians on windy days. | The Public Service is considering different options. One could be to propose a buffer equal to the height and to not require a permit. |
| Sidewalk boards: 2x3 ft. or 3x4 ft. are the most common sizes in the industry. | The Public Service is considering different options. One could be to employ a maximum size of 6 sf., and to draft a new definition that encompasses these as well as other small mobiles. |

| | |
|---|---|
| Steinbach has a 'back lot' sign definition and associated regulations, to deregulate wayfinding signage within large lots (for example, for construction and other temporary conditions) | Wayfinding and construction signs are already regulated in the Winnipeg Zoning By-Law. |
| Issue raised regarding real estate signs, which don't require permits and are often very large in size. | These signs are outside scope of this project. |
| To ensure all sign operators are playing by the rules, a proposal for an annual licensing fee was raised. | Licensing is outside scope of this project. |
| To ensure all sign operators are playing by the rules, a stakeholder proposed proof of liability insurance be provided to the City in order to receive a permit. | The Public Service has not received complaints regarding liability. Not giving consideration to this at this time. |
| One stakeholder proposed that mobile signs should be allowed to operate 12 months a year | The Public Service believes mobile signs should remain temporary due to their nature as moveable, portable signs for specific time-limited advertising requirements of a business. |
| Mobile signs should be allowed to display colour lettering as well as black and white. | The Public Service is considering different options. One could be instead of *prohibiting colour lettering*, to instead bring Winnipeg into better alignment with Cdn. Cities in terms of *sign dimensions*. Another option is to allow colour letters as long as they are not 'neon-like' in appearance. |
| Question about the status of online mobile sign permitting. | Zoning and Permits Division can provide an update to stakeholders on this process. |
| Ensure that any regulatory changes have a clear basis and reasoning behind them. | Public Service will provide this. |
| Clarity sought regarding graphic mobile signs – currently they are not covered in the Zoning By-Law 'mobile sign' definition. | The Public Service is considering different options. One could be to create a definition for 'graphic' mobile signs and regulate them in similar manner as traditional mobile signs. |

## Endnotes

[i] Planned Development Overlays in which Mobile Signs are not permitted are: Boulevard Provencher, St. Norbert Neighbourhood Main Street, Downtown Transcona, Academy Road Neighbourhood Main Street, Yards at Fort Rouge, and Corydon-Osborne.

[ii] Or as far as possible given the width of a lot. The 65 ft. distance applies across lots, not just within a lot.

[iii] From grade to top of sign.

[iv] 32 ft. per side.

[v] A 'Flag' is not defined in the Zoning Bylaw. Flags, Banners, and Inflatable Signs are all dealt with under Section 184. "Mobile Signs," and for permitting they require a Mobile Sign Permit. However, Banners, Inflatable Signs, and Mobile Signs also have their own specific definitions, whereas Flags do not.

[vi] Bylaw states, "an owner may locate or erect either a flag, a banner, or an inflatable sign (but not more than one of them) on a zoning lot, a lot, or a site…"

[vii] Bylaw states, "banners related to civic, non-commercial health, safety or welfare campaigns or to campaigns by educational or religious organizations, with a maximum height of 12 feet" may be erected in any zoning district without a development permit, provided they are removed "within 15 days following the date of the event and the signs are not erected earlier than the official date of the commencement of the above campaigns" (Section 180).

[viii] There is a 12-ft. height maximum for temporary banners not requiring a permit. See note 3.

[ix] Bylaw states, "an owner may locate or erect either a flag, a banner, or an inflatable sign (but not more than one of them) on a zoning lot, a lot, or a site…"

[x] Bylaw states, "an owner may locate or erect either a flag, a banner, or an inflatable sign (but not more than one of them) on a zoning lot, a lot, or a site…"

[xi] Applies to signs within the same lot, or on adjoining lots.

[xii] Applies to all Temporary Signs (of which Mobiles Signs are one type).

[xiii] Min. 30 days between permits.

[xiv] "Each sign shall have no more than two sign faces, each having a maximum area of five square metres"

[xv] Specific wording is 49 ft. from "a side property line abutting a property with a residential use" or 9.8 ft. from "a side property line abutting a property with any other use."

[xvi] Specific wording is "no more than 2 Mobile Signs, separated by a distance of at least 50.0 metres [164 sq. ft.], on a property at any one time."

[xvii] Min. 14 days between permits.

[xviii] Wording states that maximum height of "structure" is 8.8 ft. This likely then means max. height from grade.

[xix] Bylaw specifies that 48 sq. ft. is the "maximum sign area…per sign face."

[xx] Specific wording is, "No person shall place or permit to be placed or allow to remain placed on the premise a temporary sign unless the sign…is at least twenty-three meters (23 m) [75 ft.] from the closest edge of another temporary sign."

[xxi] Applies to all Temporary Signs (of which Mobiles Signs are one type).

[xxii] Applies to all Temporary Signs (of which Mobiles Signs are one type). Specific wording is, "The Chief License Inspector shall not issue more than four (4) temporary sign permits pursuant to this by-law for any one (1) business at any one (1) municipal address or premise in one (1) calendar year."

[xxiii] Applies to all Temporary Signs (of which Mobiles Signs are one type).

[xxiv] This is the max. area per side. Specific wording is, "No person shall place or permit to be placed or allow to remain placed on the premise a temporary sign that: a) has more than two (2) sign faces; b) has one (1) sign face that exceeds…3.7m2 [39.8 sq. ft.] in area."

[xxv] Edmonton is a unique case within the cities researched, as its Zoning Bylaw regulates all signs with Sign Schedules. Various zoning districts are grouped into/under ten Sign Schedules, each of which outline the particular sign regulations for the zoning districts under a given Schedule.

[xxvi] This definition covers Mobile Signs as defined in the Winnipeg Zoning Bylaw, but it also covers numerous other types of mobile/temporary signs.

[xxvii] "Discretionary" defined as, "those uses of land, buildings or structures for which Permits may be issued only at the discretion of the Development Officer." Mobile signs in Edmonton are either discretionary or permitted.

[xxviii] Applies to multiple-tenant sites with frontages greater than 98.4 ft. Depending on Sign Schedule, if site frontage is less than 98.4 ft. , an applicant may, with consent of owners of adjacent sites, identify a combination of sites with total frontage of greater than 98.4 ft., to allow for placement of sign.

[xxix] Bylaw does state that Temporary signs "shall not impair the sight lines for vehicular traffic."

[xxx] This definition covers Mobile Signs as defined in the Winnipeg Zoning Bylaw, but it also covers numerous other types of mobile/temporary signs.

[xxxi] Bylaw lists all applicable streets and pedestrian corridors.

[xxxii] Temporary Signs on Highways Bylaw does state, "a person must not place a Sign on a Highway which obstructs a Traffic Control Device"

[xxxiii] If a sign meets all applicable rules, no development permit is required.

[xxxiv] 1 sign if frontage is 246 ft. or less, 2 signs if frontage is 246-656 ft., 3 signs if frontage is greater than 656 ft.

[xxxv] Bylaw does state "no portable sign shall be located in such a manner as to obstruct the sight lines of motorists or pedestrians."

[xxxvi] The holder of a licence for a portable sign must forward to the Community Services Department, at least once every four months, a report containing the licence number, location, placement date and expected removal date of the portable sign. A similar report must be provided for any new portable sign licensed at other times of the year.

[xxxvii] Only Community Associations are permitted to use a portable sign in residential zones. There is a 30-day removal period following the 90-day display period.

[xxxviii] "Flag" not a defined sign type; may fall under "Banner" classification.

[xxxix] Banner Signs are classified as temporary.

[xl] Specific wording is, “A permit shall be issued for not more than ninety (90) days.”

[xli] This is the maximum height for banners displayed on railway bridges. For banners in other locations, only a maximum width is prescribed (3.2 ft.).

[xlii] This is the maximum height for banners displayed on railway bridges. No maximum area is given for banners in other locations, only a maximum width of 3.2 ft.

[xliii] “Inflatable” or “Volumetric” not a defined sign type; may fall under “Ground Sign” definition.

[xliv] “Flag” not a defined sign type; may fall under “Banner” or “Advertising Device” definition.

[xlv] Specific residential uses listed: single-detached dwelling, semi-detached dwelling, duplex, triplex, fourplex, street townhouse, mobile home, residential care facility for 6 or less residents, lodging house for 6 or less lodgers, retirement home for six or less residents, emergency shelter for 6 or less residents.

[xlvi] Specific wording states, “No more than 1 permit issued for a single business at a single property in a calendar year.” One permit period is 28 days. A banner with a surface area less than 10.7 sq. ft., or that advertises a charity’s or community organization’s activities, does not require a permit.

[xlvii] No distance given, but bylaw states that no sign can be permitted or displayed “which obstructs the visibility of any traffic signal or traffic control device, or interferes with vehicular traffic in a manner that could endanger any person.”

[xlviii] Only a maximum height (22.9 ft.) and width (19.6 ft.) are stipulated.

[xlix] “Flag” not a defined sign type.

[l] No height limit is listed specifically for Banners, which are also classified as Temporary Signs. The height limit for Temporary Signs is 8.8 ft. from grade.

[li] If another type of Temporary Sign exists that advertises a business on a property, no Banner may be installed that advertises the same business.

[lii] Specific wording states, “the inflatable sign is located…at least [301.8 ft.] measured in a straight line from a residential premise.

[liii] Specific wording states, “the inflatable sign is located…at least [32.8 ft.] from any other temporary sign on the same premise or abutting premise.”

[liv] Only a maximum height (16.4 ft.) and width (19.6 ft.) are stipulated.

[lv] Bylaw states “only one (1) inflatable sign shall be permitted on each premise at any one (1) time.”

[lvi] “Flag” not a defined sign type.

[lvii] Fascia Signs may or may not be permanent. This definition includes banners or any other two dimensional medium). “Banner” not a defined sign type; “Fascia Sign” definition includes banners.

[lviii] If a Banner is temporary, permit display time may fall under the regulations for Temporary Signs (30 days for On-Premises Signs, 365 days for Off-Premises Signs).

[lix] For Fascia Signs at the site of a show home or residential sales centre. This is the only height given for Fascia Signs in the Zoning Bylaw.

[lx] If a sign meets all applicable rules, no development permit is required.

[lxi] Land Use Bylaw states that, “a Flag Sign and the structures they area on must not extend higher than the maximum height allowed for a Freestanding Sign.” The heights of freestanding signs vary according to zoning district.

[lxii] 3 per parcel where parcel frontage is 98 ft. or less; 6 per parcel where parcel frontage is greater than 98 ft.

[lxiii] Provided that there is not more than 1 Banner Sign located on a building at any one time.

[lxiv] Bylaw lists all applicable streets and pedestrian corridors.

[lxv] Temporary Signs on Highways Bylaw does state, “a person must not place a Sign on a Highway which obstructs a Traffic Control Device”

[lxvi] Maximum total of 2 allowed in a calendar year.

[lxvii] “Flag” not a defined sign type; may fall under “Banner” classification.

[lxviii] Only permitted on certain rights-of-way within certain Commercial zones and Direct Control Districts.

[lxix] “Inflatable” not a defined sign type; may fall under “Temporary Sign” definition. A Temporary Sign is a “sign constructed of cloth, canvas, fabric, plywood, cardboard, plastic or other similar light material and designed or intended to be displayed for a short period of time and shall include a sign carried by or on a person, but does not include posters.”

[lxx] Temporary Sign Bylaw does not specify a size for Inflatable Signs, only for general Temporary Signs (3.2 ft. in height).