Minute No. 451
Report – Executive Policy Committee – July 15, 2020

Item No. 10 **Mobile Signs – Amendments to the Winnipeg Zoning By-law No. 200/2006**
File DAZ 205/2020

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That a by-law to amend Winnipeg Zoning By-law No. 200/2006 in accordance with Appendix 'A' to this report (draft amending by-law is attached as Appendix B), be enacted, with the following amendment:

   A. That the By-law shall come into force and effect on July 1, 2021.

2. That the Winnipeg Public Service be directed to suspend enforcement of the current regulation against mobile signs on a lot containing a digital sign until July 1, 2021.

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

Report – Executive Policy Committee – July 15, 2020

DECISION MAKING HISTORY:

Moved by His Worship Mayor Bowman,
That the recommendation of the Executive Policy Committee be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On July 15, 2020, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development, Heritage and Downtown Development and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On July 13, 2020, the Standing Policy Committee on Property and Development, Heritage and Downtown Development concurred in the recommendation of the Winnipeg Public Service, with the following amendments:

- In Recommendation 1, add the following immediately after "be enacted":

  ", with the following amendments:

  A. That the By-law shall come into force and effect on July 1, 2021."

- Add the following new Recommendation 2 and renumber the remaining accordingly:

  "2. That the Winnipeg Public Service be directed to suspend enforcement of the current regulation against mobile signs on a lot containing a digital sign until July 1, 2021."

and forwarded the matter to the Executive Policy Committee.

PUBLIC HEARING SUMMARY

File: DAZ 205/2020

Before: Standing Policy Committee on Property and Development, Heritage and Downtown Development
Councillor Gilroy, Chairperson
Councillor Allard
Councillor Lukes
Councillor Rollins

Public Hearing: July 13, 2020
Council Building, 510 Main Street

Appellant: Director of Planning, Property and Development

Subject:

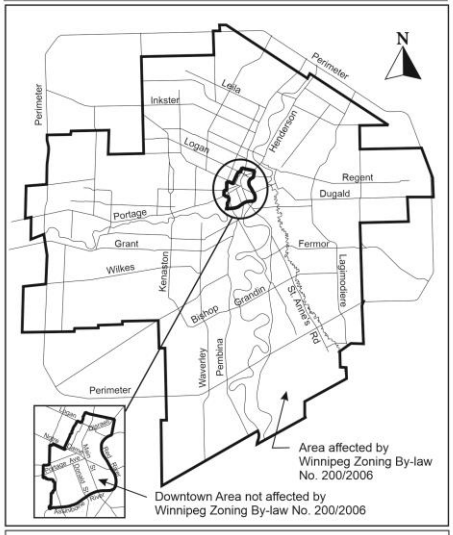
City of Winnipeg
NOTICE OF PUBLIC HEARINGS
Winnipeg

Under the authority of The City of Winnipeg Charter, the Standing Policy Committee listed below will conduct PUBLIC HEARINGS for the purpose of allowing interested persons to make submissions, ask questions or register objections in respect of the application(s) listed below. Information or documents concerning the applications and a description of the procedures to be followed at the public hearings are available for review by e-mail or in-person at Unit 15-30 Fort Street, upon request. Due to Covid-19 social distancing constraints, all arrangements for viewing documents must be made in advance by calling 204-986-2636 between 8:30 a.m. and 4:30 p.m., Monday-Friday, excluding holidays, or on-line at http://www.winnipeg.ca

NOTICE OF STANDING POLICY COMMITTEE ON PROPERTY AND DEVELOPMENT, HERITAGE, AND DOWNTOWN DEVELOPMENT

PUBLIC HEARINGS

Date: Monday, July 13, 2020
Time: 9:30 AM
Location: Council Building, 510 Main Street, Winnipeg, Manitoba
Hearing Body: Standing Policy Committee on Property and Development, Heritage, and Downtown Development
Applicant: City of Winnipeg
File: DAZ 205/2020



PROPOSAL : Proposed amendments to Winnipeg Zoning By-Law No. 200/2006 with respect to mobile sign regulations.
·Key amendments include:
-New definitions to clearly distinguish between "Standard" and Small" mobile signs and their subtypes ("Standard": graphic or character; "Small: pole mounted flags, zip tie flags, feather flags, banners, inflatables, and A-frame signs.
-New regulations governing colour lettering, length of display time, sign surface area, sign height, number of signs per lot, separation between signs, digital signs with mobile signs ('doubling up'), separation from residential land uses, streets and sidewalks and traffic decision locations, mounting requirements for inflatables, and requiring that mobile signs be kept in good repair/ condition.
For more information about the proposed amendments, please contact: Andrew Ross at 204-986-5235, or email aross@winnipeg.ca

RE:	Mobile Signs – Amendments to the Winnipeg Zoning By-law No. 200/2006 File DAZ 205/2020
For submission to:	Executive Policy Committee
Prepared by:	K. McMillan, Senior Committee Clerk Standing Policy Committee on Property and Development, Heritage and Downtown Development
Report date:	July 14, 2020

Standing Committee Recommendation:

The Standing Policy Committee on Property and Development, Heritage and Downtown Development concurred in the recommendation of the Winnipeg Public Service, as amended, and recommended to Council:

1. That a by-law to amend Winnipeg Zoning By-law No. 200/2006 in accordance with Appendix 'A' to this report (draft amending by-law is attached as Appendix B), be enacted***, with the following amendment***:

    A. That the By-law shall come into force and effect on July 1, 2021.

2. That the Winnipeg Public Service be directed to suspend enforcement of the current regulation against mobile signs on a lot containing a digital sign until July 1, 2021.

3. ~~***2***~~ That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Note: The wording in bold and italics denotes amendments made by the Standing Policy Committee.

The Standing Policy Committee on Property and Development, Heritage and Downtown Development provided the following supporting reasons for its recommendation:

1. I concur with the administration and we started off as a committee months and months ago with a really excellent presentation by administration as well as people in the industry who never left our side and to procure really good policy we need people to feel the kind of pain points you did and I appreciate those initial meeting contained a lot of difficulties for industry and frustration with government to produce the kind of policy we have that allows more flexibility and hopefully dollars in pockets of industry. There should be some tensions in good policy. And I think that there is a good policy here with more flexibilities

2. The global pandemic has put signs in focus. In my ward, they kept businesses running. They directed citizens on how to access business and I don't want to lose sight that come the fall we might be in the same type of situation where we're going back inside. The sign industry will once again be holding up the business of the city.

3. The timing is of issue. A January start date maybe works well for government but that does not reflect business. It was a good part of the hearing with respect to seasonality and the seasonality of businesses and that churn that we want to see.

4. This committee did hear the by-law enforcement and the cleaning up that had to be done in the last few years and so we look to the industry as partners in making sure that there isn't that visual clutter in the city and the risks to safety. By and large businesses can see their advertisement and be successful at this particular juncture is of importance.

Exhibits Filed:

1. Application dated May 22, 2020
2. Advertising Notice
3. Report from the Urban Planning Division dated June 16, 2020
4. Presentation in support of the application submitted by the Applicant at the hearing

REPRESENTATIONS:

In Support:

Andrew Ross

In Opposition:

Gaurav Bhatt
Brad Ingles
Mitch Purd'Homme
Sheldon Unger

For Information:

Nil

For the City:

J. Kiernan, Director, Planning, Property and Development Department
M. Grady, Zoning & Permits Administrator, Planning, Property and Development Department

Exhibit "3" referred to in File DAZ 205/2020

ADMINISTRATIVE REPORT

Title: Mobile Signs – Amendments to the Winnipeg Zoning By-law No 200/2006

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

AUTHORIZATION

Author	Department Head	CFO	CAO
J. Veitch	J. Kiernan	N/A	M. Ruta, Interim CAO

EXECUTIVE SUMMARY

On February 3, 2020, the Standing Policy Committee on Property and Development, Heritage and Downtown Development ("SPC") approved the regulatory changes for mobile signs, in principle, as outlined in Section 5 of Appendix A of the report, with the following amendment:

A. Change the proposed new regulation under Colour Lettering to "Allow black and white lettering and two other colours on black or white sign background."

The Winnipeg Public Service has prepared amendments to the Winnipeg Zoning By-law No. 200/2006, as directed by the SPC, with text amendments in general accordance with the recommended regulatory changes outlined in Section 5 of Appendix A, which also includes the amendment made by SPC regarding mobile sign colours. These have been listed for ease of reference in Appendix A of this report.

Prior to submission of this report, additional consultation was completed by phone and email with mobile sign industry stakeholders. Consultation helped finalize "small mobile" dimensions, and clarified for the "standard mobile" sign industry that the regulations will not trigger 'cut-downs' of existing 60 sq. ft. signs provided the sign surface area does not exceed 50 sq. ft.

RECOMMENDATIONS

1. That Council enact a by-law to amend Winnipeg Zoning By-law 200/2006 in accordance with Appendix 'A' to this report (draft amending by-law is attached as Appendix B).

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 February 3, 2020, SPC concurred in the recommendation of the Winnipeg Public Service, as amended, and approved the following:

1. That the recommended regulatory changes outlined in Section 5 of Appendix A be endorsed in principle, with the following amendment:

    A. Change the proposed new regulation under Colour Lettering to "Allow black and white lettering and two other colours on black or white sign background."

2. That the Winnipeg Public Service be directed to prepare an amendment to the Winnipeg Zoning By-law No. 200/2006 with text amendments in general accordance with the recommended regulatory changes outlined in Section 5 of Appendix A, as amended.

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

Only Council can enact by-law amendments.

IMPLICATIONS OF THE RECOMMENDATIONS

Adoption of the recommendations of this report will have the following implications:

Policy
The zoning by-law amendments will provide alignment with City of Winnipeg Council-adopted land use policy (the *Complete Communities Direction Strategy)*.

Industry best practice
The zoning by-law amendments will be compatible with contemporary Canadian zoning practices regarding mobile signs.

HISTORY/ DISCUSSION

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.

On September 26, 2019, Council granted an extension of time for the Public Service to provide additional analysis and consultation with members of the mobile sign industry.

The Public Service conducted additional analysis and consultation with members of the mobile sign industry, and submitted a report to SPC that included a Planning Discussion and Stakeholder Consultation.

On February 3, 2020, SPC concurred in the recommendation of the Winnipeg Public Service, as amended, and approved the following:

1. That the recommended regulatory changes outlined in Section 5 of Appendix A be endorsed in principle, with the following amendment:

    A. Change the proposed new regulation under Colour Lettering to “Allow black and white lettering and two other colours on a black or white sign background.”

2. That the Winnipeg Public Service be directed to prepare an amendment to the Winnipeg Zoning By-law No. 200/2006 with text amendments in general accordance with the recommended regulatory changes outlined in Section 5 of Appendix A, as amended.

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

Prior to submission of this report, additional consultation was completed by phone and email with mobile sign industry stakeholders. Consultation helped finalize “small mobile” dimensions, and clarified for the “standard mobile” sign industry that the regulations will not trigger ‘cut-downs’ of existing 60 sq. ft. signs provided the sign surface area does not exceed 50 sq. ft.

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

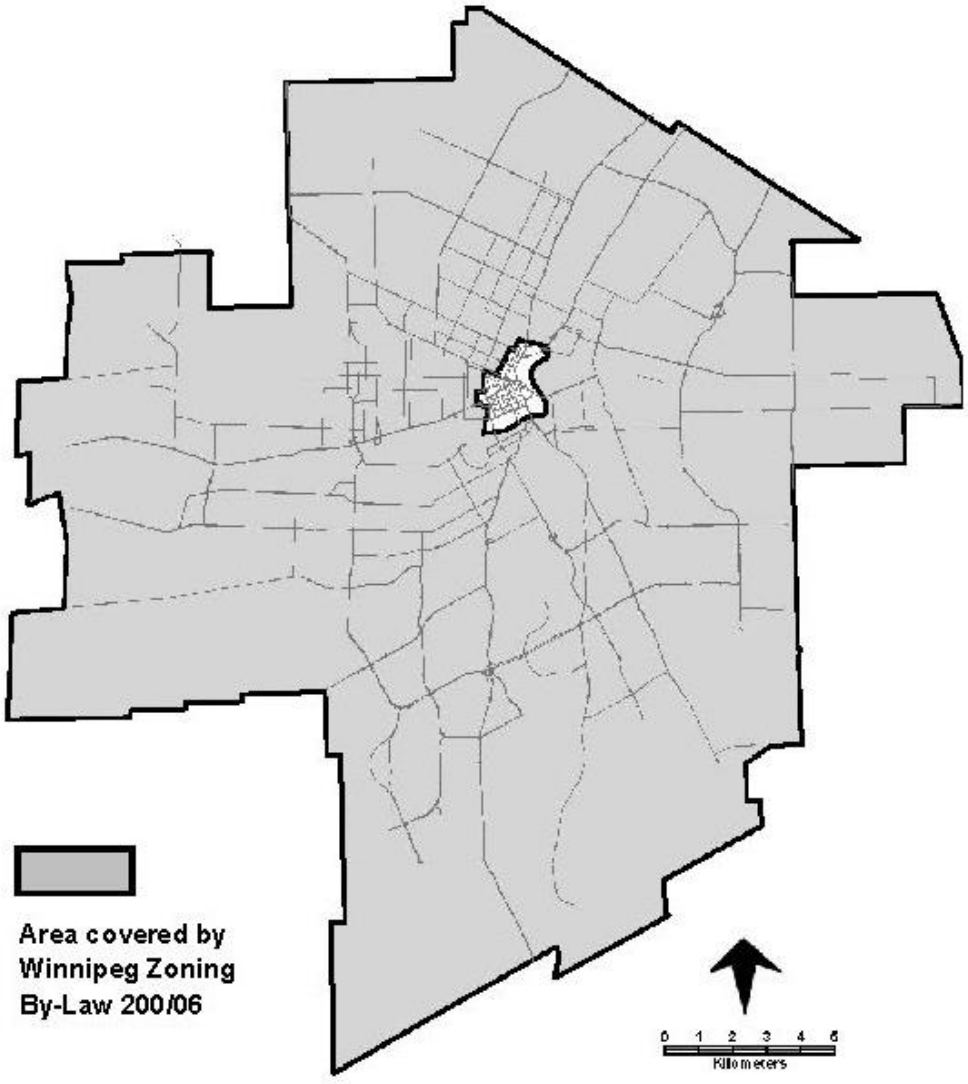


Figure 1: Area covered by Winnipeg Zoning By-Law 200/06

FINANCIAL IMPACT

Financial Impact Statement

Date: June 11, 2020

Project Name:

Mobile Signs – Amendments to Zoning By-Law 200/06

COMMENTS:

There are no direct financial implications associated with this report.

Mike McGinn June 11, 2020

Mike McGinn, CPA, CA
Manager of Finance

CONSULTATION

This Report has been prepared in consultation with:

Legal Services (as to legal issues)
Public Works

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.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

There are no implications of this report applicable to the Winnipeg Climate Action Plan.

SUBMITTED BY

Department: Planning, Property and Development
Division: Urban Planning
Prepared by: Andrew Ross, RPP, MCIP
Date: June 16, 2020

Attachments:
Appendix A: Summary of Changes
Appendix B: Draft Amending By-Law

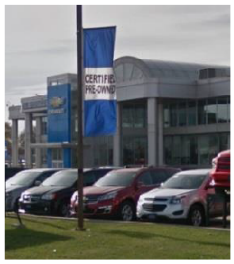
Appendix A: Summary of Changes
(changes since February 3, 2020 report are marked in red)



'STANDARD' MOBILE SIGNS

Issue	Current regulation	Proposed new regulation	Rationale
Definition	"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".	Change definition to clarify that mobile signs are temporary. Adjust definition to accommodate 'graphic copy' mobile signs.	Adds regulatory clarity/ ensures mobile signs are temporary. Better alignment with other Canadian cities.
Colour lettering	"All lettering shall be either black on a white sign background, or white on a black sign background".	Allow black and white lettering and ~~one other colour~~ two other colours on black or white sign background. Sign 'toppers' or logos may contain graphics not limited in colour.	Provides more flexibility than current regulation. Provides for aesthetic improvement (i.e. no multicoloured signs). *Complete Communities* Section 12(4): Consider the comfort, convenience, safety and visual interest of streetscapes, recognizing that streets are places where people gather.
Length of display time	90-day maximum, to a maximum of three 90-day periods per year. Installations can be back-to-back.	Maintain existing max. (3) 90 day periods per year for total of 270 days per year, but ensure a min 30-day downtime between installations.	Better alignment with other Canadian cities; ensures they are temporary as intended. Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4) – detailed above.
Sign surface area	Max 64 sf. per side.	Reduce current max. of 64 sq. ft. per side to 50 sq. ft. per side, including 'toppers' or logos. (note: a border can exist around this sign surface area)	Winnipeg's current size allowance is greater than most other Canadian cities. Brings Winnipeg into closer alignment with typical sizes deployed in Winnipeg (which average ~50 sf.) Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
Sign height	Max. 13 ft.	Reduce current max. height of 13 f.t to 9 ft. including 'toppers' or logos.	Winnipeg's current height allowance is greater than most other Canadian cities. Bring Winnipeg's regs into closer alignment with typical heights deployed in Winnipeg (which average 8-9 ft.). Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
Number of signs per lot	1 sign per use (defined as 'tenant') on a lot. Maximum 2 signs on any lot or site.	Relax current regulation of 1 per tenant; max. 2 per lot to allow 1 per tenant; max. 2 per lot *plus* 1 banner, feather or inflatable per lot.	Banners, teardrop/feather and inflatables are 'small' mobiles. Allowing (1) of these along with a 'standard' mobile is not anticipated to negatively impact streetscapes. Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).

	Separation between signs	"Mobile signs located on adjacent lots must be separated from each other by a minimum of 65 feet, measured along the street right-of-way, unless the narrowness of lot frontages or other restrictions in this By-law make that separation impossible, in which case the 2 signs must be separated as far as reasonably possible"	Adjust current requirement to clarify that signs must be separated by 65 ft. regardless of whether located on *same property or adjacent properties.*	Clarifies the max. of 1 sign per lot if separation distance cannot be met.
	Digital signs with mobile signs (doubling up)	Mobile signs are not permitted on the same lot as a digital sign.	Change current restriction against mobile signs on *lots* that contain a digital sign to be no mobile sign *for a tenant* that has a digital sign.	Create even playing field.

'SMALL' MOBILE SIGNS				
 Flags - pole mounted	**Issue**	**Current regulation**	**Proposed new regulation**	**Rationale**
	Definition	-	Define sign type.	Regulatory clarity.
	Length of display time	(2) 14-day periods per year.	Remove length of permit validity restrictions.	Up to max size, can improve the aesthetic of large car lots by providing a cohesive design element. Number per lot is self-regulating due to saturation of poles on car lots.
	Sign surface area.	No maximum size.	3 ft. x 8 ft.	Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
 Flags - pole mounted zip ties	**Issue**	**Current regulation**	**Proposed new regulation**	**Rationale**
	Definition	-	Define sign type.	Regulatory clarity.
	Length of display time	-	Max. 90 days.	These types of signs are often required for 60-90 day promotions.
	Sign surface area	No maximum size.	3 ft. x 5 ft. ~~(to be confirmed).~~	Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
 Flags - Feather / Teardrop	**Issue**	**Current regulation**	**Proposed new regulation**	**Rationale**
	Definition	-	Define sign type.	Regulatory clarity.
	Sign surface area	No maximum size.	Max size ~~(to be confirmed).~~ 15 ft. high, 2 ft. wide.	Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
	Separation between signs	Max 1 per lot.	Replace max. 1 per lot with ~~min. 15 ft. between signs (distance to be confirmed).~~ 2 per lot, no required separation. Min.15 ft. dist. from vehicle entrance	Provides greater flexibility while managing cumulative signage impacts on streetscapes.
 Banners	**Issue**	**Current regulation**	**Proposed new regulation**	**Rationale**
	Length of display time	(2) 14 day periods per year.	Relax display time and allow up to 90 ~~or 180~~ days ~~(to be determined).~~90 days. Exception for schools, government buildings, community clubs, parks, golf courses, curling clubs or churches provided they are mounted on wall or fence, in which case *no display time limit* applies.	These types of signs are often required for longer than 14 days, and allowing for this is not anticipated to negatively impact streetscapes.
	Sign surface area	No maximum size.	Max size ~~(to be confirmed). Most cities allow ~ 50 sq. ft.~~ 50 sq. ft.	Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
	Number of signs per lot	Max 1 per lot.	Max 1 per lot.	Manage cumulative signage impacts on streetscapes.

'SMALL' MOBILE SIGNS



Inflatables

Issue	Current regulation	Proposed new regulation	Rationale
Number of signs per lot	-	Max 1 per lot.	Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
Length of display time	(2) 14 day periods per year.	(2) 14 day periods per year.	No change.
Size	No maximum size.	~~To be confirmed.~~ 15 ft. high, 2 ft. wide.	Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).
Setback from streets, sidewalks	-	Setback equal to their height; and 15 ft. from vehicle entrance	Traffic safety.
Mounting	-	Ground-based installation only.	Improve the comfort, convenience, safety and visual interest of streetscapes per *Complete Communities* Section 12(4).



Sidewalk boards

Issue	Current regulation	Proposed new regulation	Rationale
Locations (zoning districts)	-	Allowed in commercial, manufacturing and mixed use zoning districts only.	Regulatory clarity.
Number of signs per tenant	-	1 per tenant.	Create even playing field.
Sign surface area	No maximum size.	Max ~~2.5 ft. x 3.5 ft.~~ Max. 2 ft. x 3 ft.	Standard size; per industry consultation.
Permit	-	No permit required if located close to business entrance, taken in daily at business closing.	These signs are small, pedestrian-oriented, and have very little negative impact on streetscapes.

ALL MOBILE SIGNS

'Standard' Mobiles & 'Small' Mobiles

Issue	Current regulation	Proposed new regulation	Rationale
Separation from residential land uses	Not permitted in certain Planned Development Overlay (PDO) areas, Downtown.	Clarify that mobile signs are not permitted in residential districts. (Maintain existing clause 184(7)(f)*	Better align with other Canadian cities.
Separation from traffic signals/ traffic decision locations	N/A	Add separation distance from traffic signals/ traffic decision locations.	Traffic safety Better align with other Canadian cities
Sign condition	Unregulated.	Develop sign condition regulations for traditional mobiles as well as flags, teardrops, banners.	*Complete Communities* Section 12(4): Use planning tools to establish high quality design standards for signage.
Online permits	Regular sign permit system.	Add mobile signs to the online sign permit application platform currently being introduced by the Public Service. *(Note: this is an administrative change; will not be part of a report).*	Streamlined customer service

* 184(7)(f) allows mobile signs for schools, churches, government buildings, community clubs, parks, golf courses, curling clubs or churches regardless of zoning.

Appendix B: DRAFT Amending By-Law

THE CITY OF WINNIPEG

BY-LAW NO. /2020

A By-law of THE CITY OF WINNIPEG to amend the regulation of mobile signs in the Winnipeg Zoning By-law.

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

Winnipeg Zoning By-law amended

1 The Winnipeg Zoning By-law No. 200/2006 is amended by this By-law.

Section 48 amended

2 Section 48 is amended by

(a) replacing the definition "banner sign" with the following:

"banner sign" *means a temporary sign constructed of lightweight, non-rigid material such as cloth, canvas, PVC or similar material and that is affixed to a wall or fence;*

(b) replacing the definition "mobile sign" with the following:

"mobile sign, standard" *means a temporary sign that is mounted on a trailer, vehicle, stand or similar support structure and that is designed or intended to be readily relocated to another location, and that may include graphic display copy or character display copy;*

and

(c) adding the following definitions in alphabetical order:

"character display" *means sign copy that can be changed through the use of removable individual characters or panels and that is affixed to a mobile sign, standard;*

"feather sign" *means a temporary sign composed of lightweight, non-rigid material such as cloth, canvas, PVC or similar material and that is free-standing;*

DRAFT

"flag sign, pole mounted" *mean a temporary sign composed of lightweight, non-rigid material, such as cloth, canvas, PVC or similar material, and is affixed to a pole;*

"flag sign, zip tie" *means a temporary sign composed of lightweight, rigid material, such as plastic or similar material, that is affixed to a pole;*

"graphic display" *means sign copy that is composed of printed imagery and does not utilize character display or digital message technology;*

"mobile sign, small" *means a flag sign, a banner sign, an inflatable sign, a feather sign or an A-board sign;*

"sign topper" *means a sign that is affixed to the top of a mobile sign, standard;*

Section 180 amended

3 Section 180 is amended by adding "*any A-board sign that meets all regulations of section 184, is located in close proximity to the entrance of the business to which the sign pertains and is taken inside the business to which the sign pertains at the close of the business hours of that business; and*" immediately before "any sign that cannot be seen from off the premises".

Clause 184(2)(e) replaced

4 Clause 184(2)(e) is replaced with the following:

(e) where a digital moving copy sign, a digital reader board, a digital static copy sign or a digital static copy 24-hour hold sign in respect of a use, lessee or tenant is located on a zoning lot, a mobile sign in respect of that use, lessee or tenant is not permitted on the zoning lot.

Subsection 184(3) replaced

5 Subsection 184(3) is replaced with the following:

(3) ***Length of Time for Display***

(a) ***Small mobile signs***

subject to issuance of a mobile sign permit, an owner is authorized to locate or erect, or permit to be located or erected, a small mobile sign on a zoning lot, lot or site for a period of time that does not exceed the time limits identified in Table 5-15.3.

Table 5-15.3: Length of Time for Display

Type	Maximum Length of Time for Display, per calendar year
Flag, pole mounted	No maximum
Flag, zip-tie	90-days
Banner	90 days
Inflatable	(2) 14-days periods
Feather	(2) 14-days periods
A-board	No maximum

(b) ***Standard mobile signs***

subject to issuance of a mobile sign permit, an owner is authorized to locate or erect, or permit to be located or erected, a standard mobile sign on a zoning lot, lot or site for no more than three periods of 90 consecutive days, with a minimum of 30 consecutive days between such periods where the sign is removed from the zoning lot, lot or site.

Subsection 184(4) replaced

6 Subsection 184(4) is replaced with the following:

(4) ***Maximum Number of Signs***

(a) The number of temporary signs located or erected on a zoning lot, lot or site must not exceed:

(i) 1 standard mobile sign per use located on the zoning lot, lot or site, to a maximum of 2 standard mobile signs; and

(iii) 1 banner sign, 1 inflatable sign or 2 feather signs.

(b) Despite clause (a), the maximum number of A-board signs permitted on a zoning lot, lot or site is 1 A-board sign per individual use located on the zoning lot, lot or site.

Subsections 184(5), (6), (7), (8), (9) and (10) replaced

7 Subsections 184(5), (6), (7), (8), (9) and (10) are replaced with the following:

(5) ***Table 5-15.4***: ***Mobile Sign Dimensional Standards***

Mobile sign type		Maximum sign surface area	Maximum height
Standard	Character and Graphic	50 sq. ft.	9 ft. [note a]
Small	Flag, pole mounted	3 ft. x 8 ft.	N/A
	Flag, zip-tie	3 ft. x 5 ft.	[note b]
	Banner	50 sq. ft.	N/A
	Inflatable	2 ft. diameter	15. ft.
	Feather	2 ft. width	15. ft.
	A-board	2 ft. x 3 ft.	N/A
NOTES: a. Including any sign toppers or logos. b. Must be mounted within the bottom half of a pole.			

(6) ***Separation Distance from other Signs***

A standard mobile sign must not be located within 65 linear feet, measured along the street, of another standard mobile sign, unless otherwise approved in writing by a designated employee.

(7) ***Separation Distance from Traffic Decision Locations***

A standard mobile sign or a small mobile sign must not be located within Restricted Areas as shown in Illustrations 18.1, 18.2 and 18.3.

(8) ***Location of Signs***

(a) *Standard mobile signs must not be located within 10 linear feet, and feather signs or inflatable signs must not be located within 15 linear feet, of an exit or entrance driveway which gives access to a zoning lot, lot or site, measured from the nearest part of the exit or entrance driveway.*

(b) Inflatable signs must be mounted to the ground and must be separated by a minimum distance equivalent to the inflatable sign's height from any public or private street, lane, sidewalk, pathway or active transportation route.

(c) A standard mobile sign or a small mobile sign must be fully contained within the zoning lot, lot or site on which it is located and must not encroach on the street, except where the zoning lot, lot or site is located with frontage on Nairn Avenue between Watt street and the east limit of Panet Road, where the applicable district regulations apply.

(d) A standard mobile sign or a small mobile sign must comply with the following standards:

(i) where the mobile sign is located on a zoning lot, lot or site within a commercial and institutional zoning district or a manufacturing zoning district that abuts an agricultural zoning district or a residential zoning district, the mobile sign must comply with the yard requirements of the abutting agricultural zoning district or residential zoning district;

(ii) a mobile sign must not be located within a residential zoning district;

(iii) a mobile sign must not be located within an agricultural zoning district unless the mobile sign relates to permitted non-residential use;

(iv) a mobile sign must not be located within any landscaped area required pursuant to a zoning agreement, including any schedule thereto, or under a variance order or a conditional use order made in accordance with The City of Winnipeg Charter;

(v) despite subclauses (i) through (iv), and subject to the issuance of a mobile sign permit, a school, government building, community club, park, golf course, curling club or church is permitted to locate on mobile sign on a zoning lot, lot or site under its control for no more than 2 periods of no longer than 14 consecutive days and for the sole purpose of advertisement of a special event; and

(vi) off-site mobile signs are permitted in all commercial, institutional and manufacturing zoning districts, except for any C1, CMU or MMU zoning district.

(9) ***Lettering Regulations***

(a) All lettering on a mobile sign must be black, white and a maximum of 2 other colours, on a black or white sign background.

(b) Despite the above, a sign topper is permitted to contain graphic display copy.

(10) ***Copy Restrictions***

Digital moving copy signs, digital reader boards, digital static copy signs and digital static copy, 24-hour hold signs are prohibited on mobile signs.

(11) ***Condition of Mobile Signs***

All standard mobile signs and small mobile signs must be maintained in a state of good repair, as determined by and to the satisfaction of a designated employee, and must not be broken, damaged, dented, torn, frayed, unsightly, faded in colour, hazardous or otherwise in disrepair. Any standard mobile sign that is not located on a trailer or vehicle must be mounted either in-ground or on-ground if the footings are flush with the ground.

DONE AND PASSED this day of , 2020.

Mayor

City Clerk

Approved as to content:

Director of Planning, Property

and Development

Legally reviewed and certified as to form:

for Director of Legal Services

and City Solicitor