



REPORT

By-law Services Department

TO: Administration and Emergency Services Committee
FROM: Hilary Williams, Director of By-law and Animal Services
DATE: March 18, 2024
REPORT: BL-04/24 **FILE NO.**

SUBJECT: Request for Exemption to Sign By-law – Springtide 2024

BACKGROUND:

On February 26th, 2024, Tania Senior, Springtide Music Festival Executive Director, attended Council and requested an exemption to the Sign By-law for the 2024 Springtide Music Festival being held on June 6 to June 8, 2024.

Council declared the event a Municipally Significant Event and that the request for an exemption to the Sign By-law be referred to staff for consideration.

DISCUSSION:

The event organizers seek temporary permission for an exemption to the township's sign by-law to facilitate the installation of temporary signage. The requested exemption would allow for the placement of signage in designated areas to promote the event, provide directional guidance to attendees, and enhance visibility to the broader community.

The following are the requirements for the exemption, focusing on safety measures, time allotted for installation before the event, and the prompt removal of signage post-event.

1. Signs are not to be placed until May 6th, 2024.

2. **Traffic Management:** Traffic flow and pedestrian safety will be prioritized during the placement and removal of temporary signage.
3. **Signage locations** will align with permitted areas under Sign By-law No. 2002-59, Section 4 – Prohibited signs.

No person shall display any of the following types of signs:

4.1 Signs which incorporate in any manner any flashing or moving illumination which varies in intensity, or which varies in colour; and signs which have any visible moving parts, with the exception of signs which indicate time or temperature, or an electronic message centre.

4.2 No sign shall be located: (i) Closer than one (1.0) metre from the curb of a Township road, or, where there is no curb; (ii) on the shoulder of a Township road, or where there is no shoulder or the shoulder is less than two (2.0) metres in width; (iii) Within two (2.0) metres of the traveled portion of the roadway. This brings it into conformity with the region bylaw

4.3 Signs which make use of words such as "STOP", "LOOK", "ONE WAY", "DANGER", "YIELD", or any similar words, phrases, symbols, lights, or characters in such a manner as to interfere with, mislead, or confuse traffic.

4.4 Any sign which obstructs free ingress to or egress from a fire escape door, window or other required building exit.

4.5 Any obsolete sign which no longer advertises a business conducted, or a product sold on the premises or property.

4.6 Signs on public property, public right-of-way, median, traffic island or on any official or authorized sign erected and maintained by the Township (then conforms with Regional bylaw), unless erected by a governmental body, or unless required to be so located by order of a governmental body.

4.7 Signs painted on, attached to, or supported by a tree, stone, or other natural object, or utility pole. Signs engraved on wood or stone shall be permitted.

4.8 Signs erected in part or entirely on the roof of a building or structure.

4.9 Advertising signs not related to any business located on the lot.

4.10 A ground sign within 10.0 metres of a traffic light.

4. **Installation and Maintenance:** Temporary signage will be securely installed to prevent displacement by weather conditions or other external factors. Organizers will conduct regular inspections to ensure that signage remains in place and intact throughout the lead up and duration of the event.

5. **All signage must be removed within forty-eight (48) hours upon the conclusion of the 2024 Springtide Music Festival. Failure to remove, under the *Sign By-law No. 2002-59, Section 2.3 Removal of Signs* may result in penalties/fines.**

Any signs failing to meet the safety requirements noted above will result in immediate removal to uphold public safety standards.

ALIGNMENT TO STRATEGIC PRIORITIES:

- Good Governance

- Collaboration and Partnerships

- Community Well-Being

RECOMMENDATION

THAT Report BL-04/2 of Hilary Williams, Director of By-law and Animal Services, be received for information;

AND THAT Council approve the request for the Sign By-law exemption for Springtide Music Festival 2024 provided the conditions above are met.

Respectfully Submitted by:

Hilary Williams
Director By-law-Animal Services