Council Direction:

In approving the revised Sign By-Law on August 12, 2010, City Council directed “That fence banners be permitted in rural areas, provided that such signs do not in any way constitute a safety hazard or visual obstruction to the travelling public, and that staff be directed to report back to the Economic Development Committee with respect the controls for fence banners in rural areas.”

Information:

Accordingly, staff revised the Bill presented to Council for enactment on August 12, 2010 to allow fence banners in rural areas provided that such banners:

- are associated with an agricultural use,
- have a maximum sign area of 3.0 m²
- are in an agricultural zone.

and in accordance with the provisions for any sign, such banners must be maintained in a proper state of repair and shall not:

- obstruct the view of any pedestrian or driver of a vehicle,
- obstruct the visibility of any traffic signal or traffic control device,
- interfere with vehicular traffic in a manner that could endanger any person,
- be placed on any traffic signal or traffic control device,
- illuminate any adjacent property or the path of vehicular traffic,
- become unsightly, structurally inadequate or faulty, or be hazardous to a pedestrian or motorist.

MH/dt