

Municipality of Cumberland

Border Entrance Signage Bylaw Summary

First Draft Open House

July 24th, 2018

Purpose

The purpose of this Bylaw is to work in conjunction with the Land Use Bylaw to protect the scenic beauty along the public and private roads in Cumberland County, promote vehicular and pedestrian safety, and provide for sign advertisement in a uniform and consistent manner where Council has determined that it is warranted.

How do we Define a Sign?

A sign is any structure or device used to advertise or draw attention to any product, place, person, business, institution, organization, including any directional or way finding purpose and that is intended to be seen from off the premises or from a parking lot. This does not include temporary real estate or event signs. The footprint of a sign shall include all parts of the structure or device.

On-Premises Signs

Signs that are located on the same property as the business they advertise shall be regulated by the Land Use Bylaw, and not the Border Entrance Signage Bylaw. If they were existing at or before the effective date of the new Land Use Bylaw, then they are “grandfathered” as non-conforming, and may remain as they currently exist.

Removal Of Signs

Any sign, existing or erected in contravention of the Bylaw shall be subject to removal:

- a. By the owner, of either the sign or the land on which the sign is located, within 30 days, upon being served notice by the Municipality; or,
- b. By an agent of the Municipality if not removed by the owner of the sign or land.

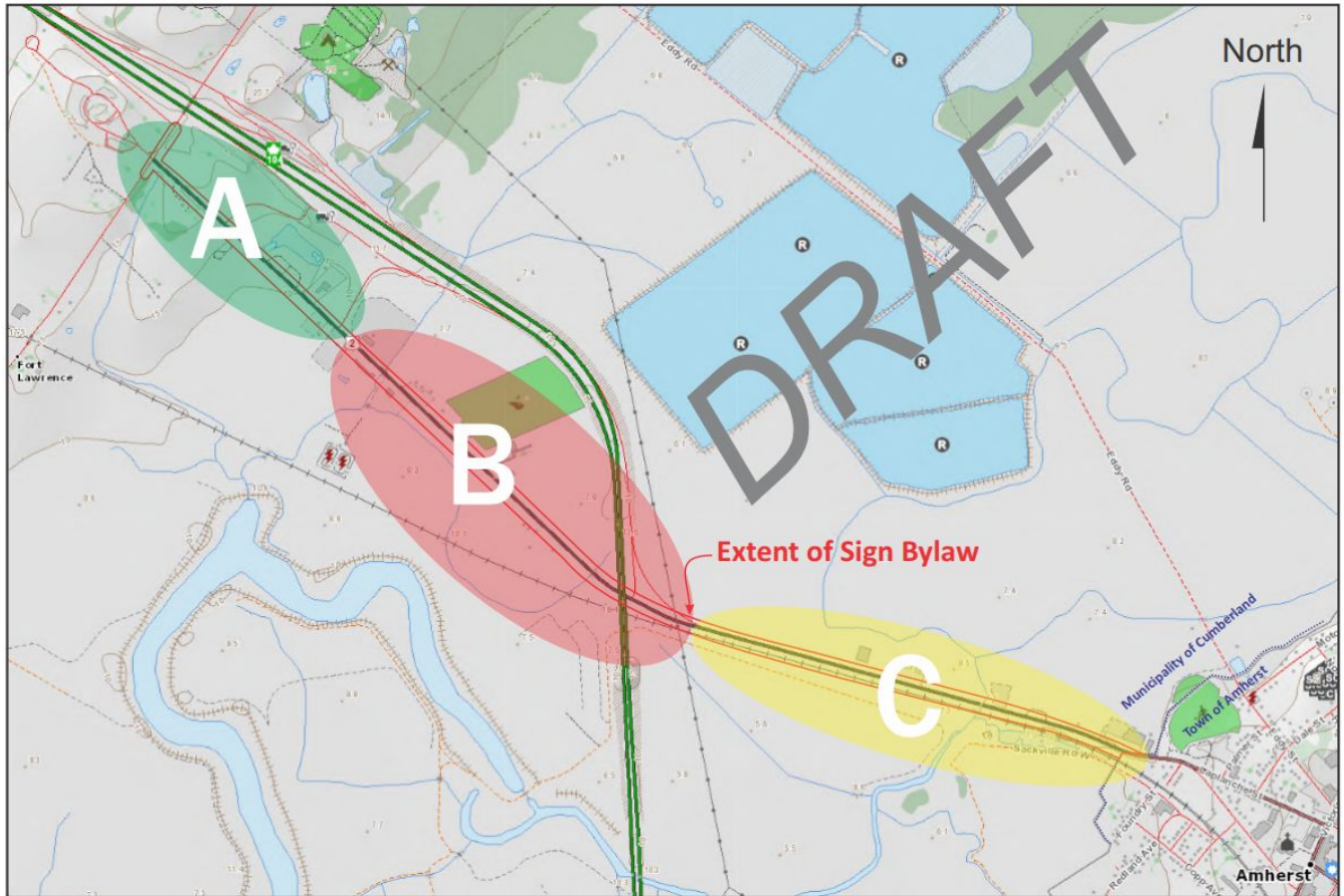
The process of replacing existing signage will not begin until the Uniform Signage Standards and Uniform Signage Application have been completed.

Uniform Signage

In accordance with the corresponding standards in the Municipal Standards Manual, the Municipality may erect Tourism-Uniform Directional Signs, Shared Ground Signs, and Tourism-Oriented Wayfinding Signs.

The Town of Amherst may erect signs within the Public Right-of-Way and private road boundary lines, pursuant to Signage Standards of the Municipal Standards Manual, and Sign Zone Designations of Schedule “A” of the Border Entrance Signage Bylaw [reverse side]

Proposed Effective Area - Schedule A



Zone A

Exit 1 to Exit 2 on-Ramp

- 4 (Existing) gateway billboards
- One additional gateway sign
- No Tourism-oriented directional signs.
- One tourism-oriented wayfinding sign.

Zone B

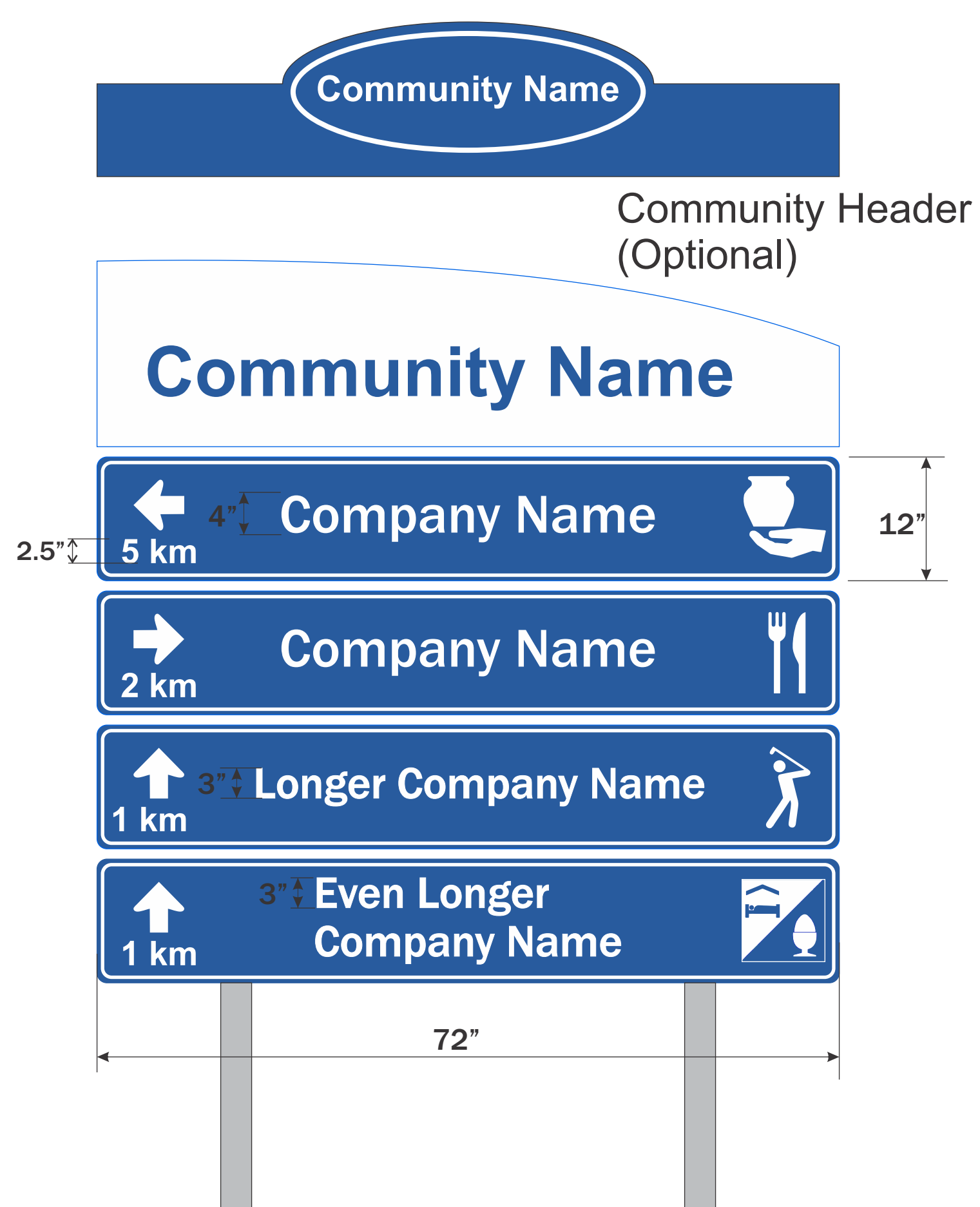
Exit 2 on-Ramp to 104 Westbound on-ramp

- No signs permitted within this zone

Zone C

104 Westbound on-ramp to Town Boundary

- Up to 2 gateway signs
- Up to 3 Tourism-oriented directional signs.
- No tourism-oriented wayfinding signs.



Tourism-Uniform Directional Sign

- A standard throughout North America.
- Each fingerboard is 12" x 72"
- Restricted to Tourism-oriented businesses only.
- Restricted to Businesses within a specified distance
- Directional arrow plus name plus universal symbol.
- Optional Header to identify community.
- Maximum of 5 fingerboards per sign.

Shared Ground Sign

- Similar to Provincial standards.
- Not- Restricted to Tourism-oriented businesses.
- Not-Restricted to by distance
- Three 18" x 28" spaces per Backer panel
- Optional Header to identify community.
- Maximum of 3 backer panels per sign.



Tourism-Oriented Wayfinding Sign

- Similar to Provincial standards.
- Restricted to Tourism-oriented businesses.
- Restricted by distance to business
- Up to two 32" x 96" backer panel per sign
- Only used at major highway intersections to identify business on alternate route.

Restricted to tourist oriented businesses

| What we've heard | Proposal / Solution |
|---|--|
| <i>Visual renderings of proposed signage and Route 2 would be helpful</i> | Proposed Signage Standards are available as posters and handouts. |
| <i>Shared Ground signs should be for businesses</i> | Only tourism related businesses may advertise on Tourism-Oriented Wayfinding and Directional Signage. All other businesses use Shared Ground signs. |
| <i>Signage Standards should be developed with the Town of Amherst</i> | We continue to work with the Town of Amherst on the regulations and design standards. Section 12 allows for the Town to install their own signage in the region. |
| <i>People are put off by current signage - should be removed</i> | Section 13 & 14 outline the process of removing contravening signage. |
| <i>Signage should be uniform</i> | Tourism-Uniform Directional Signs, Shared Ground Signs, and Tourism-Oriented Wayfinding Signs will have respective design standards in the Municipal Standards Manual. |
| <i>Cap # of signs</i> | The Sign Zone Designations of Schedule A include limits on the number of each sign type in a given zone. |
| <i>Businesses may prefer having individual Signs</i> | The consensus of the Border Entrance Committee is to reduce the overall amount of signage in the area, while providing a variety of new options for businesses to advertise. |
| <i>This should be the start of a countywide process</i> | This Bylaws is written in a such a way that including a new area (at Council's direction) would only require a new Schedule, and is thus officially titled "The Uniform Roadway Signage Bylaw" |