

# MUNICIPALITY OF THE DISTRICT OF ARGYLE

## BY-LAW # 36

### DIRECTIONAL SIGNAGE

#### **1. SHORT TITLE**

This By-Law is entitled the “Municipality of Argyle’s Directional Signage By-Law”.

#### **2. DEFINITIONS**

In this By-Law:

- (a) “**erecting**”, in respect of a sign, includes the painting, pasting and posting of the sign;
- (b) “**highway**” means any 200 or 300 series highways in addition to route 3 within the boundary lines of the Municipality of the District of Argyle;
- (c) “**municipality**” means the Municipality of the District of Argyle;
- (d) “**sign**” means a 18” x 7’ visual communication device, uniform in look, including its structure and components, created or manufactured for the purpose of providing directional information about promoting a tourism business.
- (e) “**tourism business**” means
  - a. an accommodation, including hotel, motel, bed and breakfast, vacation rental, or campground
  - b. a restaurant;
  - c. a golf course;
  - d. a tourist attraction, including a museum, historic site, theme or amusement park, art gallery and a cultural theatre;
  - e. a liquor store;
  - f. a craft shop or gift shop;
  - g. an antique shop;
  - h. a gas station;
  - i. a convenience store or grocery store;
  - j. a fresh food market;
  - k. a historical church; or
  - l. a pharmacy.
- (f) “**maintenance**” means the work of keeping the sign in a good state of repair.
- (g) “**destroyed**” means rendered physically unusable

### **3. PURPOSE**

- (1) This By-Law provides for the control of the erection, display, maintenance and placement of tourism business signs that are within view of a 200 or 300 series highway or route 3 in the municipality for the purposes of providing an effective way-finding system for the travelling public.
- (2) The erection, maintenance and management of the signs shall be led by the Municipality of the District of Argyle.
- (3) This By-Law applies only to the highways indicated in *Schedule A* and is enacted pursuant to the Public Highways Act of Nova Scotia.
- (4) This By-Law applies only to tourism business signs as erected and maintained by the Municipality under the provisions of this By-law, and under the application process and locations strictly identified herein. All other signs are not subject to this By-Law,

### **4. ADMINISTRATION**

- (1) The CAO, or his/her designate, shall act as the Registrar of signs.
- (2) The Registrar shall issue or refuse to issue, and may revoke, the permission to erect, display, maintain or place signs.
- (3) The registrar shall, in addition to the functions referred to in subsection (2), exercise such other powers and perform such duties as are vested in the Registrar by this By-Law.

### **5. DIRECTIONAL SIGNS**

- (1) The Registrar shall, on application by a tourism business, issue permission for directional signage for a tourism business to be erected, displayed, maintained or place at locations along a highway if:
  - a. The application as is made in accordance with this By-Law;
  - b. The applicant pays the prescribed fee; and
  - c. The Registrar is satisfied that the erection, display, maintenance or placement of the directional signs at those locations is consistent with the purposes and provisions of the By-Law.
- (2) The number and location of the directional signs for a tourism business that are erected, displayed, maintained or placed under subsection (1) must comply with this By-Law.
- (3) Where directional signs, maintained or placed for a tourism business have been erected, displayed or placed, under subsection (1), the Registrar shall, on application by the tourism

business, issue permission for the signs to be relocated, replaced or removed without replacement if:

- a. The application is made in accordance with this By-Law;
- b. The applicant pays the prescribed fee; and
- c. The Registrar is satisfied, if the application concerns the relocation or replacement of the signs, that the erection, display, maintenance or placement of the directional signs at the locations requested is consistent with the purposes and provisions of this By-Law.

## **6. REGULATIONS**

- (1) An application under subsection 5 (1) or 5 (3) of this By-Law in respect of directional signs for a tourism business shall be made by filling out and filing the form entitled “Directional Signage Application Form” as shown in Schedule C attached to this By-law. .
- (2) Subject to subsection 6 (3), only four directional signs for a tourism industry business may be erected, displayed, maintained or placed in the municipality.
- (3) The Registrar may allow directional signs for a tourism business to be erected, displayed, maintained or placed in such number, in excess of four, as the Registrar considers appropriate where the Registrar is satisfied that the location of the tourism business warrants additional signs.
- (4) A directional sign for a tourism business may be erected, displayed, maintained or placed only at one of the intersections per Schedule A, provided it is within a 20-km radius of the tourism business.
- (5) A directional sign for a tourism business:
  - a. Shall not contain more than:
    - i. 28 characters, if it does not contain a symbol: or
    - ii. 20 characters, if it contains a symbol or symbols;
  - b. Shall not have more than 14 characters per line;
  - c. Shall, on the left side of the sign, include a left or right turn, or a straight ahead arrow and indicate the distance in kilometres to the tourism business; and
  - d. Shall, if a symbol or symbols are used in the sign, include the symbol or symbols on the right side of the sign.
- (6) For the purposes of subsection (5), a “character” includes a space between characters.
- (7) The information set out in a directional sign for a tourism business may be displayed in such language as is preferred by the tourism business.
- (8) If one structure has more than one sign, they shall be mounted in such fashion that signs with left pointing arrows be placed at the top, listed alphabetically, followed by right

pointing arrow signs, listed alphabetically, and lastly, signs with straight ahead arrows, listed alphabetically.

- (9) A tourism business applicant purporting to offer specific services and/or be able to sell certain items for which a license or authority to so do is required must be prepared to provide to the Registrar proof of such license or authority.
- (10) For each year following the initial year that the Registrar causes directional signs for a tourism business to be erected, displayed, maintained or placed, the tourism business shall pay the Registrar, by the date requested, the annual fee prescribed for the continued erection, display, maintenance or placement of such signs.
- (11) The Registrar shall cause the directional signs for a tourism business to be removed if the tourism business fails to pay the annual fee prescribed by the date requested by the Registrar, or if the business ceases to operate. In the latter case, there will be no money refunded.
- (12) All signs shall be erected and maintained for a period of 10 years. At the expiration of every 10 year period the tourism business may again apply for a directional sign in the same manner and in accordance with the same provisions as contained earlier in this By-law as amended from time to time.

#### **(7) FEES**

- (1) The fees prescribed for the purposes of this By-Law and these regulations are set out in the *Schedule B* and shall be paid to the Municipality of the District of Argyle.

## **SCHEDULE A – DIRECTIONAL SIGNAGE INTERSECTIONS**

- 1.** Intersection of Route 3 and the Amirault's Road in Lower East Pubnico
- 2.** " Route 3 and Pubnico Connection
- 3.** " Route 3 and Highway 335
- 4.** On Hwy 335, at the intersection of the Argyle Sound Road
- 5.** On Argyle Sound Road, at the intersection of Route 3
- 6.** On Route 3, at the intersection with Argyle Sound Road
- 7.** Intersection of Route 3 and Exit 32
- 8.** " Route 3 and Exit 32A
- 9.** " Route 3 and Hwy 308 ( heading West before the Hanging Oaks corner)
- 10.** " Route 3 and Hwy 308 ( heading South towards the Hanging Oaks corner)
- 11.** On Hwy 308, at the intersection with Route 3 (cenotaph area)
- 12.** Intersection of Highway 103 EB Exit 33 On Ramp and Hwy 308
- 13.** " Highway 103 WB Exit 33 On Ramp and Hwy 308
- 14.** On Route 3, at the intersection of the Dominique Road
- 15.** Intersection of Hwy 334 and Dominique Road
- 16.** On Route 3 and the Dominique Road (coming from Yarmouth )
- 17.** Intersection of Route 203 and Tusket River ( boundary of MODA)
- 18.** Intersection of Route 203 and the boundary line between the Municipalities of Shelburne and Argyle.

## SCHEDULE B – FEE SCHEDULE

<b>FEES</b>	
<b>Fee Type</b>	<b>Cost</b>
Application for each new directional sign for a tourism business.	\$160 per sign + HST
Annual fee for the continued placement and maintenance of directional signs for a tourism business.	\$60 per sign + HST
Name change of a directional sign(s) for a tourism business.	\$100 per sign + HST



**Schedule C  
DIRECTIONAL SIGN  
APPLICATION FORM**

(Please complete in full, please use additional paper if necessary)

Directional Signage in accordance with section 5 of By-Law #36 of the Municipality of the District of Argyle.

<b>Background Information:</b>		
<b>Name of Business:</b>		
<b>Business Mailing Address:</b>	<b>Province:</b>	<b>Postal Code:</b>
<b>Business Phone:</b>	<b>Email Address:</b>	
<b>Applicant's Name:</b>		
<b>Applicant's Mailing Address:</b>	<b>Province:</b>	<b>Postal Code:</b>
<b>Home/Cell Phone:</b>	<b>E-mail Address:</b>	
<b>Description of Business:</b>		
A brief description of your business (i.e. Motel, Campground, Attraction, Gas Station, etc.)		
<b>Civic Address (911) of Business:</b>		
<b>Sign Requirements (Maximum of 4 signs)</b>		
Wording changes on existing signs - \$100 charge. Exact Wording of sign(s): (not to exceed 28 characters & spaces or 24 characters & spaces if symbols are included)		
* Symbol: _____		
<b>Preferred Sign Locations:</b>		
1.	2.	
3.	4.	

<b>Payment:</b>
<p>_____ (# of signs) x fee per sign = \$ _____ (subtotal) + _____ (15% HST) = \$ _____ (total enclosed)</p> <p>Cheque or money order made payable IN FULL to the <b>Municipality of the District of Argyle</b> must accompany the application. Insufficient payment will be returned. The application process and sign placement will be delayed. Post-dated cheques will not be accepted.</p>
<b>Please Note:</b>
<p><i>The inclusion of or reference to any business or organization on this page is not meant to be an endorsement by the Municipality of the District of Argyle of the services offered by any particular business or organization. Further, the Municipality of the District of Argyle advises that individual entries are based on information supplied by the business or organization in question. Therefore, while the Municipality of the District of Argyle is updated to correct errors as appropriate, the Municipality of the District of Argyle does not warrant that the information is accurate.</i></p>
<b>Consent Statement:</b>
<p>I have read the attached By-Law and agree to comply with the regulations under which an opportunity to place directional signs will be provided.</p> <p>Signature: _____ Date: _____</p>

Note: Copy of Direction Signage By-Law is attached to this form

Please return the completed form and proof of license or authority (provincial license or registry of joint stock number) to:

Charlene LeBlanc, Community Development Officer  
P.O. Box 10 Tusket, Nova Scotia B0W 3M0  
Tel.: 902-648-2623  
Fax: 902-648-0367  
Email: [cleblanc@munargyle.com](mailto:cleblanc@munargyle.com)

<b>For Office Use Only:</b>
<p>Application received by: _____ Date: _____</p> <p>Approved: _____ Not Approved: _____</p> <p>Application approved/denied by: _____ Date: _____</p> <p>Applicant Notified: _____</p>



**Chief Administrative Officer's Annotation for Official By-Law Book**

Date of First Reading	May 12, 2015
Date of Advertisement of Notice of Intent to Consider	June 9, 2015
Date of Second Reading	June 30, 2015
Date of Advertisement of Passage of By-Law	July 14, 2015
Date of Mailing to Minister a Certified Copy of By-Law	July 22, 2015
Effective Date of By-Law	July 14, 2015
I certify that this Directional Signage By-Law #36 was adopted by Council and published as indicated above.	
<u>Original Signed</u> Warden	<u>July 22, 2015</u> Date
<u>Original Signed</u> Chief Administrative Officer	<u>July 22, 2015</u> Date