

SMBCC Bay Beautification Committee Update – Jan 26, 2009

Keystones

1. Survey result – positive support
2. Road Survey – 50% problem
3. Area Committee formed and
 - a. Sign Locations (ie intersections & distance from property)
 - b. Det^m signage importance
 - i. Wayfinding
 - ii. Safety
 - iii. Location
 - iv. Private
 - c. Community Signage Program)
 - i. Modify LUB Sign By-Law
 - d. List attractions
 - e. Pole sign removal (Goodwood – Hubbards)
 - i. out-of-business
 - ii. broken & damaged
 - iii. from outside area
 - iv. ALL REMAINING
 - f. Action Items (in process)
 - i. Meet with Province on signage responsibility
 - ii.

Chamber Beautification Committee action items:

- a. Meeting with Councilors, HRM, DOT planning (Peter Lund?)
- b. Letters to NSP & Aliant implementing pole sign removal (how)
- c. Publish article regarding by Mar 15
 - i. Story/history/goals/etc
 - ii. Pole sign removal phase 1 beginning Apr 15th

Coordination of planned meetings (HRM, DOT etc), potential Chamber Gen Mtg (Mar), Community Forum (Mar), the newspaper article (Mar/Apr) and the pole sign removal (Apr/May)

PROPOSAL (under development)

- Move to Common Signage
 - Area Committee gathering samples and designs
 - determine & layout signage location required for local attractions (currently insufficient)
 - create a conversion plan
- Update Sign By-Law
 - Currently does not allow signage for ‘non-tourist’ based business and does not adequately provide for those that are.
 - Since any By-Law that does not provide for ‘non-tourist’ based business will result in signs going up anyway, change by law to allow restricted use for them.
 - Gain DOT and HRM approval
- Remove ALL pole signs and other illegal (non-common) roadside signage – in conjunction with conversion plan (above) when determined
- Alternative to roadside signs
 - GPS Project (underway)
 - Local Business Collateral advertizing
 - Community Business Directory?? (Web or Book form)
 - HRM VICs – planned reduction
 - Community-Based Kiosks at key locations/businesses (sell space?)

