

TOWN OF SAINT ANDREWS

**Special Council Meeting
Minutes
August 12, 2013**

A Special meeting of Town Council was held in the Council Chambers beginning at 6:30 p.m. to hear/read objections to Bylaw 13-04, A Bylaw to Amend Zoning Bylaw 10-04, *Section 8, Signage*, of the Zoning Bylaw of the Town of Saint Andrews.

The following members of Council were present: Mayor Stan Choptiany, Deputy Mayor Catherine Akagi, Councillors Edie Bishop, Alan Golding, Lee Sochasky and Doug Naish. Also present was Staff Member Tim Henderson, Clerk/CAO.

Absent: Councillor Melanie Wood

DISCLOSURE OF CONFLICT OF INTEREST IF ANY— None

Barry Murray was present at the meeting representing Civic Trust. He presented the Trust's concerns regarding signage use within the Town. See attached letter.

No one else was present in the audience and there were no letters to be read.

ADJOURNMENT

At 6:45 p.m. Deputy Mayor Akagi moved that the meeting be adjourned.

Mayor

Clerk

Letter from Barry Murray – St. Andrews Civic Trust

By Law 13-04 at by law to amend zoning by law 10-04 Section #8

On behalf of the board of the St Andrews Civic Trust, I wish to thank the mayor and council for this opportunity to provide feedback re the proposed new by law.

This is a time to voice opposition..these comments are not necessarily opposition, but rather “pregnant “questions that we would hope you would consider in the final drafting
By way of background we recently sent the following letter to the BIA leadership as they prepared to develop a 5 year strategic plan

We understand that the BIA has embarked upon a journey to develop a 5-year strategic plan..congratulations !

During our recent board meeting, we discussed our interest in ensuring that past efforts to preserve our unique "look and feel" would be continued, especially in our business district. We discussed ways to provide input to the BIA, which hopefully would be useful in your upcoming planning exercise.

Some of your members will be familiar with the process we undertook a few years ago to have the Historic Sites and Monuments Board of Canada designate our downtown core as a National Historic District. On the other hand some of your members may not know much of this initiative. We propose to provide your group with a number of copies of the submission that resulted in the successful designation.

There were 4 partners to this proposal..1) the Mayor and Council of St Andrews, 2) Waterfront St Andrews (representing businesses), 3)St Andrews Chamber of Commerce,4) St Andrews Civic Trust.

I quote from the HSMB report "It is rare, in Atlantic Canada, to find a community which so vividly conveys a sense of time and place through its evolution from a fledgling Loyalist town to a vibrant summer resort...The abundance of buildings within the town plat which reflect the influence of the British Classical tradition point very clearly to the enduring heritage of the town through the continuity of its architectural components."

As you develop your strategic plan and vision, we encourage your members to equally reflect on the historic elements that form the fabric of our special community. We trust that copies of the referenced submission could be circulated to your members and provide an important historical backdrop to where we have come from and will assist in visioning to the future.

We will provide your office with some paper copies of the submission; we have also had the document scanned and I would be pleased to forward the digital file as well.

The same offer is being made here tonight; we are prepared to provide you all with a digital copy of this submission, to give you a backdrop to our observations on the by-law.

I will additionally provide you with other quotes from the submission, along with some archival photos of the business district on Water Street.

The three main areas I will address are 1) Sign Illumination, 2) Number of signs, 3) Certain prohibitions.

Quote “ Throughout the 19th century and into this century , many of the buildings in the commercial area have been altered and modified to meet the needs of businesses, but in most cases the relation between the buildings and their surroundings in terms of volume, massing, materials, and embellishments remains largely intact “

Quote “The town has escaped the grime and smoke of factories, the noise and confusion of congested commerce, and heavy traffic. St Andrews is not a community frozen in time, having selected a particular period from its history upon which to base its interpretation “

General Concerns:

Illumination...this by law addresses illumination, either internally or externally, without specifically speaking to the desirability or non desirability of illuminated signs. For example in places the bylaw speaks to appropriate externally illuminated signage, elsewhere it speaks to prohibiting internally lit signs (except “open/ouvert”)non-flashing, non moving, and yet elsewhere it permits internally illuminated address signs.

There are many signs currently externally illuminated, appropriate to their use and location, and these will be grandfathered into application. Do we want to open that market to include internally illuminated signs, and the attendant questions regarding applications such as neon and LED? Photo #1 shows Water Street St Andrews in the early 1960’s with hanging illuminated signs, and even some neon signs! This was prior to the major investment in underground utilities for Water Street (business district) When the power went underground, the signs disappeared (a major contributor to the awarding of the Historic District Designation)

Number of approved signs:

Without getting into the specifics of the by law at first, one should ask the question “What is the overall look of any building by itself and as it blends with the surrounding buildings?” The previous by law prescribed a maximum of 4 signs in commercial applications; the new by law

proposes a maximum of 6. Were 4 signs insufficient to advise visitors of the nature of business or attraction..Will 6 signs really tell someone that much more? What would the streetscape look like on Water Street for example if every business/attraction each added 2 more signs in addition to those already there?

Additionally the number of signs allowed in green space has been reduced from 4 to 3. We would note that many of our heritage sites have numbers of interpretive signs, but they often occupy large lots and the spacing allows more visual comfort. The Blockhouse could be cited as an example with numerous interpretive panels, and yet no sense of crowding due to the size of the site.

Photos #2 and #3 show two businesses on Water Street both displaying one sign which alerts visitors to their business/ attraction. Business was relatively good, people knew what business was conducted in which building, because the (one) sign advised them!

Quote “ While the Town has undergone some changes in terms of new building, many of the streetscapes retain a high degree of historical character.” (a major contributor to the awarding of the Historic District Designation)

The prohibition of fence/roof signs

At first blush, the prohibition of roof/fence signs seems a reasonable premise; however it may also be problematic. It would appear to prohibit painting advertising for example on a building itself, and such a prohibition would serve to protect our heritage buildings from becoming stationary billboards. At the same time, many of our buildings were once identified by the name of their business and /or their proprietors boldly displayed..For example the Mallory Livery Stable sign which has been preserved on the Mallory Barn for the last 100 plus years.

Much of the Good from the previous by-law has been kept

We are pleased to add that much of the previous by-law, which we see as heritage friendly, has been maintained. The reference to wood and wood like signage, the size, and number of typefaces, and the reference to moderate use of colour all enhance the look and feel of our heritage buildings.

Specific Points

8.3 (c) illuminations (either internal or external) to display address

8.5 The PAC may approve sign variances (was in old by law as well) 2(a) if it adds to the architectural appeal of the building..How will this be applied??

8.6(g) no signs on utility poles..Except street banners..Not well defined ex. Historic District

(k) No electronic messaging or visual displays..Clarity??

8.11 (1) internally illuminated..translucent or coloured...colours have been defined elsewhere in the by-law. (Max 3 colours plus B/W) .do they apply to this clause? Not specified

8.12 3 Awnings..Rigid awnings cannot extend over the sidewalk..What is the measure??

Moveable awnings cannot be deployed Nov1-April 15..seems to conflict with rigid..I.e. what if they are both the same measure?

Print on awning only allowed on 12 inch valance..Will we have a 2 tier system since current would be grandfathered?

Photos #4 and #5 show Water Street from both ends, with canopied buildings, single signs, no internally illuminated signs..and also no pavement, curbing, sidewalks, flowers or much traffic!

Our observations are not intended to deny progress, but rather to remind us of the significant work that has gone into making our town and its downtown a heritage showplace
Last quote...the Historic Sites and Monuments Board concluded that “Its loyalist beginnings, the integrity of its plan, the variety of architectural interpretations of the basic British Classical form reflecting the various stages of the town’s development, and its success as a resort town combine in a very cohesive manner to create a powerful sense of place “