



By-laws Under Review for 2014

Presentation to Finance and Corporate Services Committee
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Purpose of This Presentation

This presentation is designed to obtain feedback from members of the Finance and Corporate Services Committee on the upcoming By-law reviews.

By-laws currently under review:

- Transportation Licensing By-law (2006-265)
- Sign By-law (mobile sign section only) (2005-093)



Objectives for these Reviews:

The mobile sign industry and the taxi industry brought forward requests to have the by-laws reviewed to ensure that standards currently in place meet present industry standards as well as meet the needs of the community.

To date staff have:

- Reviewed existing by-laws and enforcement abilities within those by-laws
- Conduct surveys of other municipal By-laws for “best practice”.
(Burlington, Kitchener, London, Hamilton, Niagara Region, Guelph)
- Requested feedback and ideas from industry sectors by end of April 2014, the taxi industry requested May 2014



Transportation By-law Excerpt

The Transportation By-law regulates various categories including the Towing Industry, Taxi Industry and Limousine Industry operating within the City of Barrie.

The intent of the regulations is to ensure consumer safety and protection when citizens utilize these services by way of regulating the vehicles, drivers and company operations. Citizens can be assured that the companies, drivers and vehicle have met safety standards at the time of licensing.

Example of such standards:

Taxi Industry:

- Vehicles have annual safety inspections
- Meters are calibrated to ensure charges meet the municipally approved rates
- 2 million dollars in liability insurance required
- Criminal Record Checks for each driver
- Drivers abstract provided
- Office location, open to public 24hrs
- Radio communications between vehicles and dispatch
- Safety features in place to ensure public and driver safety (911 lights, GPS)



Transportation By-law Excerpt

Towing Industry:

- Vehicles require annual safety inspections
- Service rates set within municipal standards for accident scenes
- 2 million dollars in liability insurance required
- Drivers abstract provided
- Criminal Record Check for each driver
- Storage yard must be within 5 km of City limits
- No solicitation permitted within 50 m of an accident scene

Limousine Industry:

- Vehicles require annual safety inspections
- Minimum rates set within municipal standards
- 2 million dollars in liability insurance required
- Drivers abstract provided
- Criminal Record Check for each driver
- Standards set for contracts with individuals, calls for services



Transportation Industry Comments

Industry comments and recommendations have been requested by the May 31, 2014.

To date they have discussed the following type of amendments:

- Requesting ability to charge a “fouling” fee to customers who soil the vehicle while in transport
- Ability to charge an increased Fare, should persons request the use of a VAN for transport
- Current fees charged for taxicabs that switch companies to be waived
- If transporting 2 or less passengers, passengers not be permitted in front seat
- Stop the use of taxi sticker and go to a non-transferable plate system
- No longer require a Mechanics letter if transferring a vehicle (taking off the road)
- Brand the companies by making the use of decals, logos or specific paint colours mandatory



Sign By-law Excerpt (Mobile Signs)

The City of Barrie Sign By-law is designed to ensure the use, size, content and placement of various types of signs meets minimum standards as well as ensuring that traffic site lines are maintained. The by-law regulates various types of signs including ground signs, poster panel signs and mobile signs.

The industry requested that we review the mobile sign section of the By-law to meet current industry trends.

Example of Current Mobile Sign Standards:

- Mobile signs are permitted on all lands Zoned for Industrial, Commercial and Institutional
- Mobile signs can only contain first party advertising
- Maximum number of mobile signs per property is limited to 3 signs, however some may be limited to 1 or none based on size of property and ability to meet required setbacks
- Sign must not contain more than 2 text colours (restriction does not apply to graphics)
- Permits issued in 30 day or 90 day intervals to a maximum of 180 days per calendar year/per tenant



Mobile Sign Industry Comments

Industry comments and recommendations have been requested by the April 30, 2014.

To date they have discussed the following type of amendments:

- Ability to utilize “digital” print and graphics on the sign face (increasing text colours / graphic art)
- When all other setbacks have been met the sign may be permitted to be partially located on city property so as to allow those otherwise prohibited locations to have mobile signs.
- Review permit periods to perhaps extend the time frame
- Review current “grandfathered” signs and ensure the listing is up to date
- Provide monthly listing of all permits issued to all companies, this will allow for each company to know expiry of other permits



Conclusion

Staff are looking for comments and guidance from the Finance and Corporate Services Committee as to what they believe may be some appropriate changes to both the Transportation By-law and the mobile sign section of the Sign By-law.

It is anticipated that both reports and recommendations will be coming forward in the fall 2014.