

Sign Permit and Portable Sign License Fees – 2024/2025

RECOMMENDATION

That the City Solicitor be requested to prepare amendments to the portable sign licence application fee and the permanent sign permit fees, as outlined in this appendix, relating to [Bylaw No. 9724, Development Applications Fee Bylaw, 2020](#), and as included in the proposed 2024 and 2025 Preliminary Business Plan and Budget.

ISSUE

This report outlines proposed fee increases for portable sign licences and permanent sign permit applications to facilitate a 100 percent cost recovery objective for these types of licences and applications. Increases to fees are required to ensure the Sign Permit and Portable Sign Licensing Program fully recover all operating expenses without mill rate support.

BACKGROUND

The Sign Permit and Portable Sign Licensing Program reviews all applications for permanent and portable signs, under Appendix A - Sign Regulations, within the City of Saskatoon's [Bylaw No. 8770, Zoning Bylaw, 2009](#). The program aims to achieve a 100 percent cost recovery rate. Fees collected are used to administer the program, including enforcement for any signs in contravention of the regulations. In 2023, the permanent sign permit fee revenue is projected to be \$24,000, while portable sign license fee revenue is projected to be \$25,200.

Placement of portable signs within Saskatoon is regulated by a licensing process where the sign owner is required to purchase an annual licence, which is affixed to the sign. Sign locations are reviewed by Administration to ensure signs are located on sites with appropriate zoning and meet the required development standards. Portable sign licence fees were most recently increased from \$30 to \$40, in 2020. Portable signs are often moved to multiple locations throughout the year, with further administrative review being required after the issuance of the initial sign license.

Installation of permanent signs within Saskatoon is regulated by a permit process. Administration reviews permanent sign applications to ensure all signs are located on sites with appropriate zoning and meet the required development standards. Permanent sign application fees have not been increased since 2012.

DISCUSSION/ANALYSIS

Portable Sign Licence Fees

Administration budgeted to issue 630 portable sign licences in a year, resulting in revenues of \$25,200. Administration proposes a \$20 increase for portable sign licences in 2024 and a \$10 increase in 2025, resulting in an annual fee of \$70 in 2025. This will help Administration achieve a 100 percent cost recovery objective associated with the initial sign license review and issuance. It is noted portable signs are generally moved to multiple locations throughout the licensing period, which can necessitate multiple administrative reviews.

Table 1 outlines the portable sign license fee structure for other Canadian municipalities. The approach to regulating portable signs varies significantly between municipalities, with many using a tiered approach.

Table 1 – Portable Sign Licence Fees Comparison

City	Portable Licence Fee
Saskatoon	\$ 40
Regina	\$ 44
Winnipeg	Monthly \$ 73 Maximum of 3 months \$ 179
Kelowna	Monthly \$ 75 1 to 2 months \$ 150 2 to 3 months \$ 225
Edmonton	3 months or less \$ 98 Annual \$ 295
Calgary	Annual \$ 95 Unlimited annual signs \$2,458

Permanent Sign Permit Fees

Administration issues approximately 65 sign permits per year, with fluctuating revenues, based on the types of permits that are applied for. Table 2 outlines the recommended amendments to the fee structure.

Table 2 – Permanent Sign Permit Fees

Sign Type	Existing Fee	2024 Proposed Fee
Permanent Sign Groups 1 – 3, including date and time digital signs	\$100	\$125
Permanent Sign Groups 4 – 5, including date and time digital signs and billboard signs	\$225	\$290
Digital Signs except for date and time digital signs	\$750	\$800
Additional fee for Overhanging Signs	\$150	\$200

FINANCIAL IMPLICATIONS

Based on the proposed fees and projected volumes of portable sign licences and permanent sign permits, program revenues are anticipated to increase by \$9,200 in 2024 and \$6,500 in 2025.

LEGAL IMPLICATIONS

In order to implement revised portable sign licence and permanent sign permit fees, it will be necessary to amend Bylaw No. 9724, Development Applications Fee Bylaw, 2020.

STAKEHOLDER ENGAGEMENT

Public engagement was undertaken with the signage industry as well as with the Saskatoon Combined Business Group prior to this report. One response was provided expressing concern related to portable sign licence fee increases. No other feedback was received identifying concerns related to the proposed fee increases.

Revised sign permit fee and portable sign license fees will be published on the City's website, application forms and brochures.

OTHER IMPLICATIONS

There are no privacy, social or environmental implications identified. The proposed rates and fees in this report have been included in the 2024/2025 Preliminary Business Plan and Budget.

Business Line: Urban Planning and Development

SP/2023/CS/Budget/Urban Planning and Development/mt