

Town of Lakeshore
419 Notre Dame
Belle River, ON

February 1, 2023

Subject: Request for relief from Sign By-law 107-2007

As per Section 19 of the Sign By-law 107-2007, I am formally requesting relief from the Sign By-law regarding the signage located at 197 Auburn Avenue, Belle River, Ontario.

Reason for complaint

I want to begin by stating that no evidence exists to suggest road signs for businesses or services not located on the said property are inherently dangerous to drivers.

In addition, there are currently multiple sign by-law violations throughout the Town of Lakeshore, including but not limited to:

- Mobile signs
- Billboards
- Real estate signs
- Miscellaneous signs

Danger during Elections

If there is an inherent danger to drivers, then there is no conceivable way to justify the risk to drivers during Elections, notwithstanding the By-law Amendment 7-2015. If the hazards are indeed a factor, then during Elections, are we just hoping nobody gets hurt because there is an Amendment in place regarding Election signs?

Invalid complaint

Furthermore, I was informed by the By-law officer that there wouldn't have been any communication with me except for the fact that somebody made a complaint against me. It is important to note that the complaint filed against me appears to be personal since the complainant did not voice any concerns about any other signs located along County RD 22 as communicated to me from the By-law officer with the exception of mine, even though the individual was concerned for their safety, specifically not being able to drive their car as the signs were distracting. The fact that this complaint seems personal invalidates the complaint.

The veracity of danger based on the business location

It is perplexing to try and understand how a sign for a business or service located on the property is any less dangerous to the public than a sign for a business or service located 50 meters away, nor am I aware of any accidents caused by driver distraction attributed to a road sign, whether it was for a business situated onsite or for a real estate sign or even a mobile sign.

Request for Relief with Conditions

I believe that the Municipality of Lakeshore should continue to be involved in decisions regarding business activities; with that said, I am not seeking absolute relief from the By-law as I believe the By-law has merit and is required; therefore, the request for relief will not be a request for absolute relief but rather a request for relief with conditions which include:

- Any sign must be at least 3 feet high and 5 feet wide.
- A \$50.00 permit fee per sign is payable to the Town of Lakeshore before the installation of a sign
- Should a sign become unreadable by any means, including wear and tear or damage by weather, somebody shall replace the affected sign within 14 days of notification
- No sign may contain any obscene or derogatory text or images.

Thank you for your time and consideration of my request.

Sincerely yours,

Dan Dimitrievski