

TOWN OF LAKESHORE
COMMUNITY AND DEVELOPMENT SERVICES
BUILDING DEPARTMENT

TO: Mayor and Members of Council
FROM: Morris Harding, Chief Building Official
DATE: January 13, 2015
SUBJECT: Amendments to By-law 107-2007 being a By-law to Regulate the Erection of Signs

RECOMMENDATION:

It is recommended that:

1. Council give 3 readings to Adopt amending By-law 7-2015 to amend By-law 107-2007, being a by-law to remove the definition for "Billboard" within the definition for "signs".

BACKGROUND:

Currently By-law 107-2007 permits the installation of Billboard signs advertising third party businesses. By-law 78-2001 was amended in 2007 to reduce the amount of requests that went to Council for approval.

COMMENTS:

Administration recommends the use of third party signs should be removed from the By-law to reduce the proliferation of signs throughout the Municipality. The signs are used to promote a business, product or service that is not located on the property. Currently Council has no control over the number or location of these signs on appropriately zoned lands so long as the current sign by law is adhered to.

Currently the By-law reads as follows:

- a) Billboard Signs shall only be permitted on properties zoned Agricultural, Industrial or Commercial as defined in the Zoning By-law;
- b) Only one (1) Billboard Sign shall be permitted on a property;
- c) The maximum area of a Billboard Sign shall not exceed 18.5 sq. m. (200 sq. ft.);

- d) A Billboard Sign shall not be located within 300 m (984.0 ft.) distance from another sign;
- e) A Billboard shall not be located within 152.5 m (500 ft) distance from a residential use;
- f) A Billboard Sign shall not be closer to the street line than the front of the nearest building on the property or setback requirements for the zone, whichever is greater;
- g) All Billboard Signs shall be maintained in a neat and clean manner free from any loose materials at all times; and
- h) All Billboard Signs shall have permanently affixed to it in a visually prominent location the name and phone number of the Sign owner.

The proposed amendments to By-law 107-2007 are as follows:

- 1. That Section 1 of By-law 107-2007 is amended by deleting the definition for "Billboard" within the definition for "Sign".
- 2. That Section 8 of By-law 107-2007 is amended by adding the following subsection (h) – signs that cannot be erected:
 - (h) a sign that directs attention to products, goods and services, activities or facilities not provided on the premises on which the sign is located.
- 3. That Schedule A to By-law 107-2007 is amended by deleting Section 10 thereof (Billboard Signs).
- 4. All other provisions of By-law 107-2007 unless otherwise amended shall remain in full force and effect.
- 5. This By-law shall come into force and effect upon the final passing thereof.

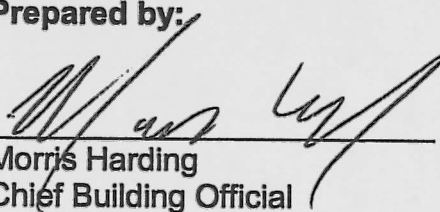
OTHERS CONSULTED:

The Director of Community & Development Services, Steve Salmons, and the Chief Administrative Officer, Kirk Foran, were consulted and concur with the recommendations.

BUDGET IMPACTS:

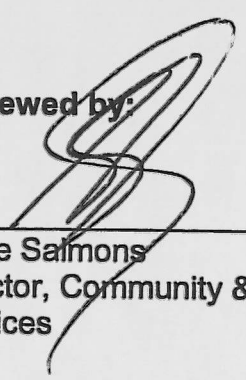
There are no budget impacts resulting from the recommendations.

Prepared by:



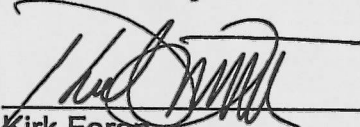
Morris Harding
Chief Building Official

Reviewed by:



Steve Salmons
Director, Community & Development
Services

Submitted by:



Kirk Foran
Chief Administrative Officer

MH/sr

Attachment: By-law 7-2015 amending By-law 107-2007

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Services\Third Party Sign Report MH.docx