

THE MUNICIPALITY OF LAMBTON SHORES

Report CL 20-2021

Council Meeting Date: June 15, 2021

TO: Mayor Weber and Members of Council

FROM: Stephanie Troyer-Boyd, Clerk

RE: Sign Permit Approvals

RECOMMENDATION:

THAT Report CL 20-2021 regarding the “Sign Permit Approvals” be received; and

THAT By-Law 46 of 2021 be approved.

SUMMARY

The purpose of this report is to recommend the implementation of a bylaw to temporarily control sign permits specifically relating to electronic/animated signs and to provide Council with an opportunity to consider a longer term vision of the needs and expectations of the community with respect to sign permissions in the municipality.

BACKGROUND

Lambton Shores is extremely fortunate to have the characteristics and amenities in place that attract development. In recent years there has been significant development interest across the municipality and, with that, have come new expectations from the public and development community. The current sign by-laws in our municipality (there are three that regulate the former Township of Bosanquet, Village of Grand Bend and Town of Forest) were drafted over 20 years ago when sign technology was less advanced.

The by-laws were put in place at a time when the needs of and the vision for the communities was different than today. Mixed use commercial/residential developments and short term rental accommodations are becoming more popular. Site maximization and pressure to reduce set-backs is growing. Sign technology, and methods of advertising have seen significant change.

Council has approved Community Design Plans for settlement areas and in 2021 will be initiating a Community Improvement Plan (CIP) project that will serve as a tool that allows the municipality to implement policy initiatives toward specifically defined project areas. A CIP is intended to encourage revitalization initiatives and/or stimulate development and redevelopment led by the municipality. As part of the CIP process, it is planned to have a comprehensive sign by-law developed that recognizes the unique

characteristics of the community and the vision that has been put forth for areas under development.

At this time, staff is recommending that Council impose a temporary control measure on sign permit approvals that allows for the continued approval of appropriate sign applications but restricts the approval of electronic and/or animated signs and allows for light intensity limitations to be put in place at the discretion of staff approvals. The temporary control measure would be put in place for an 18 month period to coincide with the CIP project proposed to begin in the fall of 2021. Staff has prepared a by-law which allows current approvals under the existing sign by-laws to continue with language that limits the items noted.

ALTERNATIVES TO CONSIDER

Council could direct staff to prepare a new sign by-law as soon as possible or continue with the existing by-laws.

RECOMMENDED ACTIONS

Staff recommend that Council enact By-Law 46 of 2021 as a temporary control measure.

FINANCIAL IMPACT

There is no financial impact associated with implementing the recommendations of this report.

CONSULTATION

Kevin Williams, CAO
Steve McAuley, Director of Community Services
Janet Ferguson, Treasurer
Lawrence Swift, Fire Chief
Sean Smith, By-Law Enforcement Officer