



Subject: Sign By-Law Amendment – COVID-19

Report Number: OPD 21-27

Department: Building, Planning and By-Law Services

Submitted by: Geno Vanhaelewyn, CBO

Meeting Type: Council Meeting

Meeting Date: Monday, July 12, 2021

RECOMMENDATION

THAT Council receives report OPD 21-27; Sign By-Law Amendment – COVID-19 as information;

AND THAT a By-Law to amend By-Law 3798, being a by-law to prohibit or regulate signs and other advertising devices and the posting of notices within the Town of Tillsonburg, be brought forward for Council's consideration;

AND THAT a By-Law to amend By-Law 2021-004, being a Schedule of Fees for certain Municipal applications, services and permits in the Town of Tillsonburg, be brought forward for Council's consideration.

BACKGROUND

The Town's current Sign By-Law 3798 was adopted by Municipal Council in 2014 which regulates signs and other advertising devices of a commercial nature in the Town of Tillsonburg. The primary intent of the Sign By-Law is to regulate signs of a commercial nature intended to be viewed from any vehicular or pedestrian right-of-way. The Sign By-law serves two main purposes: to coordinate the type, placement and scale of signs within the different land-use zones; and to recognize the commercial communication requirements of all-sectors of the business community.

At the June 14, 2021 Council meeting the following resolution was carried:

Resolution # 2021-282

Moved By: Councillor Gilvesy

Seconded By: Councillor Parker 10 THAT a By-Law to amend By-Law 3798 to lift the restrictions on banner signs which was previously amended expired on

December 31st 2020 be reinstated to May 31, 2022 to allow businesses the opportunity to aggressively market during covid recovery.

This report along with the proposed By-Law amendments provides the staff recommendations as a result of the COVID-19 impact.

DISCUSSION

In review of both the Sign and Rates and Fees By-Law; staff recommends the following temporary amendments to allow businesses to advertise more aggressively during the re-opening and recovery phase of Covid-19:

1. Temporarily remove the 180 day restriction for mobile signs and replace with 365 days from July 13, 2021 to May 31, 2022 by amending the following section:

8.6 MOBILE SIGNS

Mobile signs shall be erected in compliance with the following:

- f. Mobile sign permits may be renewed for a maximum of 180 days in a 12 month period with the exception of multi-tenant properties which are permitted 365 days in a 12 month period *and between July 13, 2021 and May 31, 2022 which are permitted 365 days within the 12 month period.*
2. Waive mobile sign permit fees in the amount of \$30.00/mth for the remainder of 2021 with a recommendation that this is reviewed when preparing the 2022 Rates and Fees structure.
 3. Amend the definition of "TEMPORARY BANNER SIGN" as follows:

TEMPORARY BANNER SIGN: means a Banner Sign that is placed between July 13, 2021 and May 31, 2022.

CONSULTATION

Consultation was completed with By-Law Enforcement staff.

Upon approval, staff would develop communication and promotional materials that can be used to update the website, notify business owners, BIA, Chamber, sign contractors, and inform/educate the public.

FINANCIAL IMPACT/FUNDING SOURCE

An estimated reduction of \$2,250.00 in the 2021 budgeted sign permit fee revenue is to be expected.

COMMUNITY STRATEGIC PLAN (CSP) LINKAGE

1. Excellence in Local Government
 - ☒ Demonstrate strong leadership in Town initiatives
 - ☐ Streamline communication and effectively collaborate within local government
 - ☐ Demonstrate accountability
2. Economic Sustainability
 - ☐ Support new and existing businesses and provide a variety of employment opportunities
 - ☐ Provide diverse retail services in the downtown core
 - ☐ Provide appropriate education and training opportunities in line with Tillsonburg's economy
3. Demographic Balance
 - ☐ Make Tillsonburg an attractive place to live for youth and young professionals
 - ☐ Provide opportunities for families to thrive
 - ☐ Support the aging population and an active senior citizenship
4. Culture and Community
 - ☐ Promote Tillsonburg as a unique and welcoming community
 - ☐ Provide a variety of leisure and cultural opportunities to suit all interests
 - ☐ Improve mobility and promote environmentally sustainable living

ATTACHMENTS

None.