



CORPORATE REPORT
The Corporation of the Town of Wasaga Beach
Meeting Date: 7/29/2024

DATE: 7/25/2024

SUBJECT: Sign By-law and AMPS By-law Amendment

CONTACT: Danny Rodgers, General Manager Development Services Business Unit,
Chief Building Official

REPORT NUMBER: 2024/07/29-09

RECOMMENDATION:

1. **THAT** the report titled: Sign By-law and AMPS By-law Amendment, to the Special Council meeting of July 29, 2024, be received;
2. **THAT** Council adopt By-law 2024-59 to amend By-law 2021-68, cited as the "Sign By-law"; and
3. **THAT** Council adopt By-law 2024-60 to amend By-law 2024-40, cited as the "AMPS By-law".

EXECUTIVE SUMMARY:

Sign By-law

- It has become evident that Sign By-law 2021-68 requires amending.
- Staff recommend the prohibition of flag signs and the reduction to the maximum coverage percentage for window signs.
- The Sign By-law is being further amended to specify that POA penalties will apply to business operators who are tenants of the building where the business operates and to which the sign is associated.
- A separate AMPS penalty section is being established specifically for business operators who own the building where their business operates and to which the sign is associated.
- Minor housekeeping amendments have been completed to include a definition for the word "Person", clean up section numbers, and correct capitalization of defined terms.

AMPS By-law

- The AMPS By-law requires amending to add sections 3 – 15 of the Sign By-law as a designated By-law and to include penalties where the business operators own the building where their business operates and to which the sign is associated.

BACKGROUND:

Staff have been focusing on beautification of our main corridors. Through this work, it has become evident that the Sign By-law needed amending by removing flag signs as permitted signs and to have sections of the By-law incorporated into the Town's AMPS program.

DISCUSSION:

Staff believe that the recommendations contained in this report, once implemented, align well with Council priorities and contribute to the beautification of the Town.

Central to our thinking is that the removal of flag signs as permitted signs will remove sign "noise" and contribute to the establishment of a more tranquil streetscape.

Beautification and the safety of businesses and inhabitants is to be increased by reducing the allowable signage space in windows from 100% to 25% to allow visibility into businesses.

Incorporating the AMPS system for business operators who own the building where their business operates and to which the sign is associated will streamline the enforcement process and encourage compliance. Charges under the Provincial Offences Act will remain for those businesses who are tenants and for which proceeds from AMPS penalties are more difficult to collect.

CORPORATE IMPLICATIONS:Financial Implications:

Staff anticipate minimal financial implications associated with the recommendations in this report. The Town may realize additional proceeds from the collection of AMPS penalties.

Term of Council Priorities:

Improve the Public Realm.

CONCLUSION:

Staff recommend that Council adopt the proposed amendments to the Sign and AMPS By-laws as presented.

Authored by:

Danny Rodgers,
General Manager Development Services Business Unit,
Chief Building Official.

Appendices – Appendix 1 – A By-law to amend Sign By-law 2021-68
Appendix 2 – A by-law to amend AMPS By-law 2024-40