



CORPORATE REPORT
The Corporation of the Town of Wasaga Beach
Meeting Date: 8/22/2024

DATE: 8/8/2024

SUBJECT: Town Beautification Strategy - Municipal Law Enforcement Activities

CONTACT: Rachael Ivak, Coordinator of Municipal Law Enforcement

REPORT NUMBER: 2024/08/22-21

RECOMMENDATION:

1. **THAT** the report titled: Town Beautification Strategy - Municipal Law Enforcement Activities to the Council meeting of August 22, 2024, be received for information.

EXECUTIVE SUMMARY:

- This report outlines the Municipal Law Enforcement Department's beautification efforts following the CAO's Town Beautification Strategy presentation.
- A review of property By-laws was completed, and proactive steps have been taken to improve compliance and the Town's appearance.

BACKGROUND:

At the February 29, 2024, Council meeting, the CAO presented a Town Beautification Strategy that covered a summary of the Town's poor aesthetics, multi-faceted solutions, a review of property-related By-laws, and a communication plan.

In response, the Municipal Law Enforcement Department has been proactively enforcing various By-laws that impact the community's character and appearance.

DISCUSSION:

The Department has shifted to proactive enforcement to promote a 'Beautiful Wasaga'. Over the past year, the Municipal Law Enforcement Department investigated 4,041 property standards issues, with 3,242 of these cases addressed proactively. This means that 80% of the property standards occurrences were managed proactively to support the Town's Beautification Strategy.

For the purposes of this section, the term "Property Standards" will include investigations and actions initiated under the following By-laws:

- The "Building Maintenance" By-law (#2024-41)
- The "Clean Neighbourhoods" By-law (#2024-43)

- The “Fence Maintenance” By-law (#2024-44)
- The “Littering” By-law (#82-13)
- The “Shopping Cart” By-law (# 2024-50)
- The “Sign” By-law (#2024-59)
- The “Road Occupation” By-law (#2019-13)
- The “Zoning” By-law (#2003-60)

These By-laws collectively aim to preserve the community’s character and appearance, ensuring that both private and town properties are maintained in good order. This initiative has been a top priority for the department, focusing on proactive enforcement and prompt compliance.

Additionally, the department initiated a beautification project at the beginning of June of this year. This project targets key areas within the Town, starting with Highway 92, River Road West to Main Street, and Main Street. The department identified a total of 43 violations in these areas, with 31 of them already addressed. Thanks to the collaboration with Public Works, the Planning Department, and the Building Department, over 70% of these issues have been resolved. Enforcement Staff are continuing to follow up on the remaining violations and are working with other departments to ensure prompt resolution of the outstanding concerns.

CORPORATE IMPLICATIONS:

Financial Implications:

This report is an informative update and there are no financial implications.

Term of Council Priorities:

This report establishes the TOCP’s #78 as it is directly related to town beautification.

CONCLUSION:

The Municipal Law Enforcement Department has demonstrated a strong commitment to enhancing the aesthetic appeal of Wasaga through proactive enforcement of property standards. The integration of proactive enforcement of various property related By-laws into the Town Beautification Strategy has proven effective, as demonstrated with the high percentage of cases managed proactively.

Collaboration with other departments has further improved the effectiveness of these initiatives, leading to significant improvements in community appearance. Continued attention, policy review and cooperation among departments will be essential in ensuring Wasaga remains a visually appealing and well-maintained town.

Authored by:

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