



Staff Report

Report number: CLK2019-11-103

Prepared by: Emily Dance, Clerk

File Number: 150 Reports

Subject: Regulating Signs in the Township of Huron-Kinloss

Date: Nov. 4, 2019

2 Attachments:

[Correspondence Lakeshore Friendship Club
DRAFT Sign By-Law](#)

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby approves Report Number CLK2019-11-103 prepared by Emily Dance, Clerk AND authorizes a sign by-law coming forward AND FURTHER authorizes staff to discuss the option to install a Business Advertising Sign at the Point Clark Community Centre property with the Huron Lakeshore Friendship Club.

Background:

Sign Regulations

On July 15, 2019 Council received a petition regarding the placement and erection of signs along the Township Road Allowances in Point Clark and directed staff to bring back a report regarding regulating signs in the Township of Huron-Kinloss.

Since the report, Township staff has been diligently removing signs from the Township Road Allowance along the Lakeshore. Staff has however, received some complaints from business owners due to the removal of signs and the lack of clarity on what is permitted.

Business Advertising Signs

Currently the Huron Lakeshore Friendship Club offers advertising opportunities for business on three large billboard signs at the top of the hills at the ACW boundary, the second concession and the fourth concession.

There is space for 28 signs on all three signs. Business pay an annual fee of \$150 to advertise on all three signs. There is currently a waiting list of 17 businesses.

Comments:

Sign Regulations

Currently signs are regulated in the Building Code and in the Comprehensive Zoning By-Law.

In order to provide clarity and direction for business owners and residents Staff is proposing to enact a Sign By-Law that will regulate the location, size, number, construction, alteration, repair and maintenance of all outdoor signs within the Township.

The intent of authorizing signs is to ensure:

- Signs are appropriate in size, number, and location to the type of activity or use to which they pertain;
- Provide reasonable and appropriate means for the public to locate and identify facilities, businesses, and services without difficulty or confusion;
- Are compatible with their surroundings;
- Are consistent with the Building Code, Township Zoning By-Law and other applicable policies.
- Do not create a distraction or safety hazard for pedestrians or motorists;
- Minimize adverse impacts on nearby public and private property.

The Chief Building Official and/or By-Law Enforcement Officer would be responsible for the administration and enforcement of the By-law on all public and private property within the Township

Business Advertising Signs

Staff met with a representative from the Friendship Club (correspondence attached) to discuss the business advertising and options to increase the availability of advertising opportunities for local businesses and businesses that serve the local residents in the Lakeshore area.

Options

1. Add an additional sign at the Point Clark Community Centre for the businesses that cannot currently advertise on the Billboards.
2. Remove the Billboard signs on the hilltops and construct one large advertising sign at the Point Clark Community Centre.

Both options would allow the Friendship Club to receive the generated revenues. The preference of the Huron Lakeshore Friendship Club is to maintain the current signs and add an additional sign at the Community Centre.

Staff recommends the Lakeshore Friendship Club meet with Community Services to discuss the feasibility of constructing an additional sign at the Point Clark Community Centre.

Financial Impact/Budget Implications:

The Lakeshore Friendship Club would be responsible for all costs associated with the installation of the sign and would receive all revenue generated.

Alignment to Sustainability Plan Goals and Directions:

We are a prosperous community that continues to grow in a sustainable manner by retraining and expanding our existing businesses and attracting new ones.

Respectfully submitted:
(original signed by)
Emily Dance, Clerk

Reviewed by:
Mary Rose Walden, Chief Administrative Officer