



Staff Report

Report Title: Request for Three Billboards – Huron Shores Lions Club

Prepared By: Emily Dance, Clerk

Department: Clerk's

Date: Jul. 5, 2021

**Report Number: CLK-2021-07-76
Signs – Multiple Businesses Lakeshore**

File Number: D18- Billboards

**Attachments: Letter of Request June 7 2021 Huron Shores Lions Club, Report
CLK-2019-11-103**

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby approves Report No CLK-2021-07-76 prepared by Emily Dance, Clerk AND confirms that no new Billboard signs be permitted on the top of the hills entering Point Clark at the ACW boundary, the Second Concession and the Fourth Concession.

Background:

On June 14, 2021, the Township received the attached letter from the Lions Club. The Lion's Club is requesting three additional billboards be erected at the Lakeshore to promote businesses.

Staff confirmed that the requested location for the additional billboard signs are beside the current Business Billboard Signs which are located at the top of the hills entering Point Clark at the ACW boundary, the Second Concession and the Fourth Concession.

Staff Report CLK-2019-11-103 regarding regulating signs and the business advertising signs was discussed at the November 4, 2019, Committee of the Whole Meeting.

It was noted that a meeting was held with the Friendship Club to discuss the business advertising options to increase the availability of advertising opportunities for local businesses and businesses that serve local residents along the Lakeshore.

Discussion:

If Council wishes to support the request from the Lions Club, staff will request that a site plan be provided to determine the location and size of the Billboards to ensure they meet the current regulations in the sign by-law and all other requirements for the construction of Billboards.

Staff reviewed the request and have concerns with the additional signs due to added sign pollution and the possibility of encroaching onto the roadway or private property; therefore, staff recommends that no additional signs be added in the current locations and that the Lions Club and the Friendship Club discuss the existing Billboard signs and ways to allow more businesses to participate.

Financial Impacts:

There are no financial impacts associated with this report.

Strategic Alignment / Link:

We are an accessible community by being open and transparent.

Respectfully Submitted By:

Emily Dance, Clerk

Approved By:

Mary Rose Walden, Chief Administrative Officer