

Signs By-Law No. 47-16 Update

February 12th, 2025

Recommendations

- 1. To amend the current Signs By-Law, by introducing a provision that allows business owners impacted by construction to apply for a temporary sign permit.**

The permit would enable the display of temporary mobile signs beyond the existing time limits set in the by-law.

Recommendations

- 2. To direct staff to conduct a comprehensive review of the current Signs By-Law in consultation with local businesses and members of the public and return with a report in the fall of 2026.**

Purpose

- ▶ **Staff have consulted with business owners impacted by the construction on County Road 43 to hear their concerns and gather feedback.**
- ▶ **Business owners believe that lifting the restrictions in Section 13 to allow for extended sign display periods would help attract customers.**

Purpose

- ▶ **The purpose of the comprehensive review of the Signs By-Law and for it to be completed by fall 2026 is to provide ample time to evaluate the impact of the proposed amendments and develop well-informed recommendations for long-term solutions.**
- ▶ **The timeline also aligns with the anticipated completion of the County Road 43 expansion project, allowing any by-law changes to be considered in the context of the newly improved roadway and its potential effects on local businesses.**

The amendment

- ▶ **New Provision – Temporary Exemption Permit**
 - ▶ **Business owners impacted by the construction may apply for a permit to request exemptions from limitations in Section 13 of the By-law.**
 - ▶ **Staff will review the application and may approve, deny, or modify the request based on several factors:**
 - ▶ **Public safety considerations (line of sight issues and distractions)**
 - ▶ **Impact on traffic and pedestrian flow**
 - ▶ **Compliance with other Municipal or County By-Laws**
 - ▶ **The necessity and reasonableness of the request in relation to the construction project.**
 - ▶ **Permit can be extended**
 - ▶ **If a business owner fails to comply with the permit, it may result in enforcement measures.**

Questions?



Department: Planning and Development