



Municipality of North Grenville

To: **Council**

Meeting Date: February 12, 2024

Subject: Signs By-Law

Report No: PD-2025-011

Prepared by: Jeff Baribeau, Manager of By-Law Services

Recommendation(s)

THAT Council enact by-law No. 15-25 to amend by-law No. 47-16;

AND THAT Council direct staff to conduct a full review of the current Signs By-Law in consultation with local businesses and members of the public and return to Council with a report in the fall of 2026.

Executive Summary

Purpose

- The purpose of this report is to propose an amendment to the current Signs By-Law, introducing a provision that allows business owners impacted by construction to apply for a temporary sign permit. This permit would enable the display of temporary mobile signs beyond the existing time limits set in the by-law.

Key Findings

- Local business owners impacted by the ongoing construction on County Road 43 have raised concerns with staff about the restrictions outlined in Section 13 of Signs By-Law No. 47-16.
- Business owners believe that extending the allowable display period for temporary mobile signs would help attract customers and mitigate the challenges posed by the ongoing construction.
- A comprehensive review of the by-law, including public consultation, will help ensure that future amendments align with the evolving needs of the business

community while upholding the municipality's overall objectives for signage regulation.

- Reporting back to Council by fall 2026 will provide ample time to evaluate the impact of the proposed amendments and develop well-informed recommendations for long-term solutions. This timeline aligns with the anticipated completion of the County Road 43 expansion project, allowing any permanent by-law changes to be considered in the context of the newly improved roadway and its potential effects on local businesses. Additionally, consultation with the County will be necessary throughout the review process to ensure alignment with regional planning objectives and address any jurisdictional considerations related to signage along the expanded corridor.

Financial Implications

- There are no foreseen financial implications associated with the proposed amendments.
- The proposed review of the by-law, including public and County consultations, will be conducted utilizing existing staff resources.

Background/Analysis

The ongoing expansion project on County Road 43 has presented significant challenges for local businesses, particularly in terms of visibility and accessibility. As construction activities continue, some business owners have expressed concerns regarding the negative impact on customer traffic, and revenue.

In response to the concerns raised, staff reached out to several businesses along County Road 43 currently affected by the construction to gather their input on potential temporary updates to the Signs By-law that could help address their challenges.

Staff learned the following from the business owners:

- Sales have been consistently lower during the construction period while costs have increased.
- Most of the business owners believe it would be helpful if they could display mobile signs indefinitely without limitations, especially during the construction period.
- One business owner explained that they felt it was unsafe for the mobile signs to be displayed during the construction period, articulating the signs would not be seen and could cause further safety hazards. The business owner suggested having designated locations in the municipality where mobile business signs could be erected.
- Some business owners who spoke with staff were open to the idea of having an application process that would grant temporary permits allowing mobile signs to be displayed for extended periods during the construction.

Section 13 of Signs By-law No. 47-16 establishes regulations for the placement and types of temporary portable signs permitted within the municipality. Specifically, it limits the number of portable signs a business can display at one time and restricts the duration of each sign's display. Currently, temporary mobile signs used for business advertising are allowed for a maximum of 30 consecutive days, followed by a mandatory 30-day period during which no display is permitted.

Proposed Approach

Staff recommends approving the proposed temporary exemption provision, Section 13.1, as outlined in the amending by-law. This provision offers a practical short-term solution to address the concerns raised and could serve as a framework for future construction projects.

The proposed review of the by-law will include a thorough analysis of current signage regulations to ensure they align with the evolving needs of the business community while maintaining municipal objectives related to safety, aesthetics, and public interest. A key component of this review will be a public consultation process, allowing stakeholders, including business owners and residents, to provide input and share their perspectives on potential amendments to the by-law.

Additionally, consultation with the United Counties of Leeds and Grenville will be required to ensure alignment with regional policies and address any jurisdictional considerations.

The review process is expected to be completed with a report back to Council by the fall of 2026. This timeline aligns with the anticipated completion of the County Road 43 expansion project, ensuring that any permanent changes to the by-law are made in the context of the newly developed roadway and its potential long-term impacts on local businesses.

By taking this proactive approach, the Municipality of North Grenville aims to balance the needs of local businesses with the broader objectives of the community, supporting economic growth while maintaining responsible governance of signage regulations.

Additional Approach to Consider

As previously outlined in this report, a business owner expressed concern that displaying temporary mobile signs near the construction zone could create a hazard and suggested an alternative solution. Their proposal was to allow off-site advertising at designated locations.

Currently, Section 17(3) of the Signs By-law permits community service, event, or charitable signs to be displayed for up to two weeks at designated municipal locations. At present, only one such location exists, the Municipal Centre near Veterans Way. The by-law also limits these locations to displaying only one sign at a time.

It is important to note that displaying business advertising on signs located off-site on private property not owned or operated by the business is a violation of the general regulations, Section 2(9) of the Signs By-law.

Relevance to Strategic Priorities

Strategic Pillar	4	Efficient Governance and Service Delivery
Goal	4.4	Commit to Continuous Improvement
Key Action	4.4.2	Implement a continuous review program for existing processes and policies at both the departmental and corporate level.

Options and Discussion

1. Approve the recommendation as outlined.
2. Do not approve the recommendation
3. Direct staff to further amend the current Signs By-law by revising the intent of Section 17(3) to allow business advertising at designated community locations, which are currently reserved exclusively for charitable and community service signs.

Financial Impact

This item has been identified in the current budget: Yes No N/A

This item is within the budgeted amount: Yes No N/A

Staffing implications, as they relate to implementing Council’s decision on this matter, are limited to the existing staff complement and applicable administrative policies as approved by Council.

Internal/External Consultation

To prepare this report, staff consulted with business owners via email and phone to better understand their concerns and explore potential solutions.

As part of the comprehensive review of the Signs By-law, scheduled for completion by fall 2026, staff will engage with business owners, conduct public consultations, and review by-laws from similarly sized municipalities.

Communications

If the amending by-law is approved, staff will update the municipal website with the changes and notify businesses affected by the construction via email and phone.

Attachments

- Attachment 1 – 15-25