

Subject: Proposed Replacement of Town of Pelham Sign By-law

Recommendation:

BE IT RESOLVED THAT Council receive Report # 2023-0177 – Proposed Replacement of Town of Pelham Sign By-law, for information;

AND THAT Council approve, in principle, the proposed sign regulation by-law as presented;

AND THAT Council direct that the proposed by-law be presented to Council for consideration at the next regular meeting of Council.

Background:

In 2020, the Town passed a by-law to regulate signs on public and private property, which has since been amended by two amending by-laws. Staff have encountered challenges working with the existing by-law due to its length and complexity. Staff have also identified some areas that are not adequately addressed in the existing by-law. As a result, staff have developed the proposed Sign Regulation By-law to facilitate ease of interpretation, application and enforcement.

Analysis:

The *Municipal Act, 2001* authorizes the Town to regulate signs, which is desirable to protect the Town's visual character and urban design objectives. Sign regulation is also necessary for public safety as signs that are improperly designed, secured or located can pose a hazard to motorists and pedestrians.

In considering amendments to the existing Sign By-law, staff have determined that it would be preferable to repeal and replace the existing by-law for several reasons:

1. To bring the by-law into conformity with the current Town standard by-law template;
2. To eliminate the need to reference multiple by-laws to identify amendments;
3. To streamline the by-law and simplify its language to facilitate understanding and thereby promote compliance;
4. To refine the by-law to facilitate ease of application and enforcement; and

5. To bring contraventions of the Sign By-law into the administrative monetary penalty system.

The proposed Sign Regulation By-law is appended to this report.

The by-law sets out prohibited sign types and those that require permits. The by-law also prescribes requirements for all types of signs that may be displayed, with or without a permit. The by-law sets out the procedure for obtaining a permit and allows the Town to impose appropriate conditions. The by-law enables the Town to enforce contraventions through the administrative monetary penalty system, compliance orders or *Provincial Offences Act* charges.

Financial Considerations:

The proposed Sign Regulation By-law authorizes the Town to impose administrative monetary penalties for by-law contraventions, which may provide a financial benefit to the Town. As the objective of the proposed by-law is to facilitate compliance, however, it is hoped that there will be few contraventions to enforce.

There are no other direct financial implications associated with the proposed by-law.

Alternatives Reviewed:

Council may provide direction to amend the existing by-law in lieu of proceeding with the proposed by-law. Council may also provide direction for revisions to the proposed by-law and refer the matter back to staff to prepare a further draft.

Strategic Plan Relationship: Community Development and Growth

As the Town continues to grow, it will be beneficial to the community to have clear and consistent guidance to regulate signs in a manner that preserves the Town's desired aesthetic and promotes public safety.

Consultation:

The proposed by-law was developed in consultation with by-law enforcement staff and the Senior Leadership Team.

Other Pertinent Reports/Attachments:

Proposed Sign Regulation By-law.

Prepared and Recommended by:

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