



THE CORPORATION OF THE TOWN OF AMHERSTBURG

OFFICE OF THE CAO

Mission Statement: As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

Author's Name: Bill Tetler	Report Date: January 27, 2025
Author's Phone: 519 736-0012 ext. 2251	Date to Council: January 27, 2025
Author's E-mail: btetler@amherstburg.ca	Resolution #:

To: Mayor and Members of Town Council

Subject: Sign By-law

1. **RECOMMENDATION:**

It is recommended that:

1. The report from the Manager of Licensing and Enforcement dated December 16th, 2024 regarding **BE RECEIVED**;
2. By-law 2025-001 being a By-law to regulate signs and other advertising devices in the Town of Amherstburg be taken as having been read three times and finally passed and the Mayor and Clerk **BE AUTHORIZED** to sign same; and,
3. By-law 2006-26 **BE REPEALED**.

2. **BACKGROUND:**

In 2006, Amherstburg Council passed the Sign By-law 2006-26 A By-law Prohibiting and Regulating the Erection of Signs, Other Advertising Devices and the Posting of Notices Within the Town of Amherstburg.

It is important that the Town update their By-laws regularly to ensure they are up to date with the most recent changes to the Municipal Act and/or case law. There have not been any updates since 2016 to the proposed By-law.

3. DISCUSSION:

The Town of Amherstburg's current sign regulations have been in place for several years and have not undergone significant revisions during this period. With rapid growth in both residential and commercial development, as well as increased interest in local branding and tourism, there is a need to update the existing bylaws to ensure they align with modern standards and best practices.

The new sign bylaw has been designed to address several key issues:

- Enhancing the visual appeal of the town while preserving heritage areas.
- Streamlining the approval process for sign permits.
- Providing clarity on types of signage allowed in different zones (commercial, residential, mixed-use, etc.).
- Establishing clear guidelines for digital and electronic signs.
- Ensuring safety standards for all forms of signage.

Digital and Electronic Signs:

The bylaw introduces guidelines for digital signage, including:

- Restrictions on brightness and animations to prevent distractions for drivers.
- Guidelines on the placement of digital signs to ensure compatibility with the surrounding environment.

Approval Process and Permits:

The new bylaw simplifies the application process for sign permits and inspections. It introduces an online portal (permanent signs) for businesses and residents to submit applications, track approvals, and receive necessary inspections. This will improve efficiency and reduce delays in the approval process.

Enforcement and Penalties:

The new bylaw provides clear penalties for non-compliance, including fines and orders for the removal of non-compliant signage. Enforcement officers will be tasked with conducting regular inspections to ensure that signs are in compliance with the bylaw.

4. RISK ANALYSIS:

There is no risk analysis associated with this report.

5. FINANCIAL MATTERS:

The proposed fee structure is designed to reflect the costs of administering the new bylaw, while maintaining fairness and encouraging businesses to comply with local regulations.

6. CONSULTATIONS:

Adam Coates – Heritage Planner
 Trevor Spitse – Senior Building Inspector
 Chris Aspila – Manager of Planning Services

7. CORPORATE STRATEGIC ALIGNMENT:

Vision: Preserving our past while forging our future.

<i>Amherstburg Community Strategic Plan 2022 - 2026</i>	
<p style="text-align: center;">PILLAR 1 Deliver Trusted & Accountable Local Government</p> <ul style="list-style-type: none"> <input type="checkbox"/> Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures. <input type="checkbox"/> Deliver transparent and efficient financial management. <input type="checkbox"/> Increase effective communication and engagement with residents. <input type="checkbox"/> Develop our staff team, resources, and workplace culture. <input type="checkbox"/> Continue to deliver strong core municipal services. <input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation. 	<p style="text-align: center;">PILLAR 3 Encourage Local Economic Prosperity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Encourage development of commercial and industrial lands. <input type="checkbox"/> Continue to promote local tourism industry, especially overnight accommodation. <input type="checkbox"/> Continue to facilitate downtown development for residents and visitors. <input type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.
<p style="text-align: center;">PILLAR 2 Invest in Community Amenities and Infrastructure</p> <ul style="list-style-type: none"> <input type="checkbox"/> Maintain safe, reliable and accessible municipal infrastructure and facilities. <input type="checkbox"/> Increase access to recreation opportunities for all ages. <input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy’s site, Belle Vue) <input type="checkbox"/> Create public access to water and waterfront <input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change. 	<p style="text-align: center;">PILLAR 4 Shape Growth Aligned with Local Identity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Define and communicate a vision for the Town’s future and identity. <input type="checkbox"/> Promote and plan for green and “climate change ready” development. <input type="checkbox"/> Review and implement policies that promote greater access to diverse housing. ✓ Protect the Town’s historic sites and heritage. <input type="checkbox"/> Preserve the Town’s greenspaces, agricultural lands, and natural environment.

8. CONCLUSION:

The proposed new sign bylaw represents a significant step forward for the Town of Amherstburg in ensuring that the signage within the community is safe, visually appealing, and suitable for the town's growth and character.



Bill Tetler

Manager, Licensing and Enforcement

Report Approval Details

Document Title:	Sign By-law 2025-001.docx
Attachments:	- 2025-001 - Sign By-law RM.pdf
Final Approval Date:	Jan 16, 2025

This report and all of its attachments were approved and signed as outlined below:



Tracy Prince



Valerie Critchley



Kevin Fox