

## **COMMUNICATION 130181**

Received from       Stacey Blair, Clerk  
Addressed to       Committee of the Whole  
Date                 October 8, 2019  
Topic                Amending the Sign By-law – Business Improvement Area

### **SUMMARY**

The Town's Sign By-law (No. 65-2008) establishes specific guidelines for signs located within the Town's Business Improvement Area (BIA). The BIA is shown on a map found in schedule B of the By-law. The map establishing the BIA area in the sign By-law only includes Bridge Street from Central Bridge to Lake Avenue. It does not reflect the true BIA area as established by By-law 54-1992, which is as shown in the attached draft By-law.

### **COMMENT**

This matter was brought to the attention of Staff's attention by both By-law staff and the BIA Coordinator. The map used in the current Sign By-law is the same map that has been used in previous Sign By-laws dating back to 2002 (By-law 71-2002). Interestingly, the 1995 Sign By-law (repealed by 2002) accurately depicted the correct BIA area. Because of the way the 1995 map looks (old photocopy of a zoning map with cross hatching), it is Staff's conclusion that the subsequent versions of the By-law mistakenly reduced the area. The amendment to the current By-law seeks to correct this error.

### **FINANCIAL IMPLICATIONS**

There are no financial implications resulting from this report.

### **ATTACHMENTS**

- Schedule A to BIA By-law 54-1992
- Draft By-law Amendment
- New Schedule B to Sign By-law

### **STAFF RECOMMENDATION**

**THAT** Council approve amending Schedule B (Business Improvement Area) to By-law 65-2008, the Town's Sign By-law.