
To:	Greg Miller, Manager of Building and By-law
From:	Jim Dymont
Date:	September 9, 2015
File:	08171H
Subject:	The Town of The Blue Mountains Sign By-Law Update

This memo has been prepared to highlight the initial proposed changes to the Town of The Blue Mountains Sign By-law and provide recommendations to enhance the By-law.

SIGN TYPOLOGY

In order to better assist users of the By-law we have included example images of the signs outlined in the By-law to understand the classification of each sign.




STRUCTURE OF THE BY-LAW

In order to provide a more consistent understanding of where each sign is permitted we have restructured the By-law to provide an outline of each sign with the permitted zones and the associated provisions.

RECOMMENDATIONS

- Review the zones in the Zoning By-law and ensure they are all referenced in the Sign By-law and no additional zones have been added since the passing of the Sign By-law.
- Review Section 7.09 permit fees and non-compliance fees to ensure they are up-to-date (in accordance with the fees By-law 2015-21).
- Review what zones signs are permitted; does this need to be updated with the new By-law?
 - Banner and canopy signs are not permitted in the commercial core zone
- Include the definitions for:
 - Election Sign
 - Building name plate sign
 - Construction Sign
- The addition of the following signs:

<p><u>Heritage Plaque:</u> Shall mean a sign identifying a site or building designated by the Federal Government, or the Province, or the Reserve as being of architectural or historic value.</p>	
<p><u>Inflatable Sign:</u> Shall mean a sign or advertising device which is inflated by a mechanical air pump and designed to be airborne and tethered to the ground or any other structure and shall include balloons and any other inflatable advertising device.</p>	

<p><u>Menu Sign</u>: Shall mean a sign erected as part of a drive-through facility and used to display and order products and services available in association with a drive-through business.</p>	
<p><u>Source Protection Sign</u>: Shall mean a sign identifying vulnerable areas including Wellhead Protection Areas for groundwater-based sources, and Intake Protection Zones for surface water-based sources.</p>	
<p><u>Pylon Sign</u>: Shall mean a free-standing vertical sign supported by permanent column(s) on a foundation in the ground and which is not attached to any building or structure. May include a changeable copy component, on which the copy can be changed manually or by electronic display.</p>	

The attached draft By-law provides the discussion with the Steering Committee and implements the revised format. We need to add some new photos from areas outside of the Town so as not to infer that the signs shown are good or bad examples.

I will look forward to our meeting on September 14, 2015. In the interim, should you have any questions regarding this initial draft please do not hesitate to contact me

Sincerely,

**Jim Dymont BES, MCIP, RPP
PARTNER**