

Minutes of a Special meeting of the Amherstburg Municipal Council held August 3<sup>rd</sup> 2004.

**PRESENT;** Mayor Wayne Hurst  
Deputy Mayor Anthony Leardi  
Councillor Robert Bailey  
Councillor Gord Freeman  
Councillor Carl Gibb  
Councillor Paul Renaud  
Councillor Rosa White

**ALSO PRESENT;** Hilary Payne, CAO  
Steve Brown, CBO  
Members of public as per attached attendance sheet

Mayor Hurst called the meeting to order and noted that it had been called to receive public input on the Portable Signs section of Sign Bylaw 2003-32.

Moved by R. White, seconded by R. Bailey that we adopt the agenda.

Motion Carried

The CBO reviewed his report dated July 20<sup>th</sup> 2004 which recommended that the current 90 day limit on portable signs be maintained.

It was noted that the following public submissions had been received.

1. Scott Shuttleworth, M & M Meat Shops
2. Nancy Greenaway, President, Amherstburg Chamber of Commerce
3. William & Jennie Cota, 149 Sandwich St. N.
4. Maureen Meloche, Love Always Gift Shop & Home Accents

The following appeared as delegations

William Cota – see attached submission.

Ken Taylor- involved in accident at Fryer/Simcoe because of a portable placed too close to the intersection.

Steve Wigle – needs sign for his business year round.

Margo Wigle – speaking for Chamber – see attached submission.

Magna Signs - referred to Windsor By-law Grandfather clause not workable.

Following further discussion the Mayor thanked the members of the public who then left as did the Deputy Mayor.

Additional points were noted by Council members and Administration was directed to bring back a draft of a revision to the Portable Signs section of By-law containing the following elements:

- Renew every January 1<sup>st</sup> for entire year.
- Provision for non renewal of licences for signs in poor repair.
- Authorization to immediately remove portable signs in daylight corners.

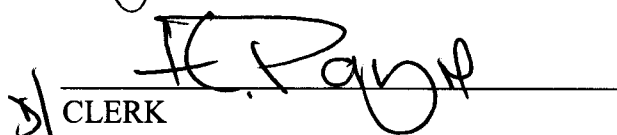
Amherstburg Municipal Council Special Meeting  
Minutes - August 3, 2004

- Maintain \$75 fee. No charge for non-profits with Revenue Canada Charitable Registration Number.
- No directional signs.
- Only local businesses advertised. By-Law provisions to be on back of license

Moved by R. White, seconded by R. Bailey that the meeting adjourn.

Motion Carried

  
MAYOR

  
CLERK

# AMHERSTBURG CHAMBER OF COMMERCE

268 Dalhousie St., Box 24,  
Amherstburg, Ontario N9V 2Z2  
PHONE: (519) 736-2001 • FAX: (519) 736-9721



RECEIVED  
JUL 30 2004

Jul 30, 2004

Amherstburg Town Council

Re: Portable Sign By-Law

Dear Council Members,

At a recent meeting of a focus group, a number of recommendations were made to assist in formulating a fair by-law that enables business to promote itself, while ensuring a pleasant and professional appearance on the streets of our beautiful town. These recommendations are attached, and we are available to discuss them or answer any questions you may have in regard to same, at your convenience.

Thank you for your consideration,

Yours truly,

A handwritten signature in black ink, appearing to read "Nancy Greenaway", is written over a horizontal line.

Nancy Greenaway  
President  
Amherstburg Chamber of Commerce

## Portable Sign By-Law

### Recommendations

- An annual permit fee of \$75, waived or reduced for non-profit organizations.
- A forced change of the information on the sign at least once a month
- A business should be permitted to have a sign year round, provided they change it monthly.
- Signs must be clean and in good repair.
- Only local businesses, local events, or local organizations may be represented by signage.
- Signs may be placed on third party property, provided it is mutually agreeable by both parties.
- Only one sign in town permitted per business entity, and as many as 4 signs permitted for non-profit events.
- Private directional signs for retail and/or private businesses should not be permitted.

Respectfully submitted by a focus group of  
The Amherstburg Chamber of Commerce

3

*Mr. Mayor*

*Members of Council*

*Town of Amherstburg*

**BYLAW PERTAINING TO SIGNAGE WITHIN THE TOWN OF AMHERSTBURG**

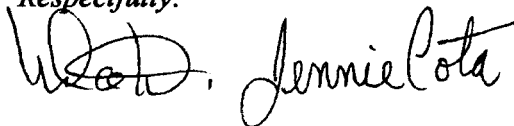
*We understand that signage for small business is an interracial part of the marketing process. My wife and I fully support our local entrepreneurs and their efforts to bring tourists and visitors to our Town. Our concerns are not directed entirely to local business but more to the haphazard way signage is strewn about the Town.*

*Lamp posts and intersections have become eye sores due to the fact that GARAGE SALE, YARD SALE, CONCERT and other event posters have been plastered to street light poles, traffic light poles and placards have been staked into the ground and there they remain for weeks after the event. Mother Nature then adds her touch to this array with rain and wind causing the signs to be tore and blown onto adjoining property. We are not against our fellow citizens having yard or garage sales however there should be a restriction on signage location and size. Once the event is once over it should be the responsibility of the event holder to cause the signage to be removed forthwith.*

*There are other signage situations; the one that is most aggravating is that of portable signs. Prior to returning to Amherstburg we resided in the quaint Town of Caledonia Ontario. This Town was approx. 15km south of Hamilton. As the Town stared to grow portable signage started to appear everywhere, soon the main street lost it's small Town*

*appeal as these signs were on the sidewalks and boulevards extending the length of the main street. Finally the Town leadership recognized the circus effect and moved to clean up the main street and return it to what it once was. I refer to Caledonia as an example of what will happen here if action is not forthcoming. For example a PORTABLE SIGN advertising a local taxi company greets visitors and tourists entering the core area of Amherstburg on County Rd. #20. The arrow on the sign indicates that the taxi service is in the river. This sign obstructs the exquisite view of the river and does nothing to enhance the gateway to the core area. We understand that this sign has been in its present location for years and we wonder why our local leaders would allow such a situation to continue. Certainly the main thrust should be to creating an inviting atmosphere, one that would raise our sense of community pride and cause visitors and tourists to want to return.*

*Respectfully:*

A handwritten signature in black ink, appearing to read "W & J Cota". The signature is written in a cursive, flowing style.

*William & Jennie Cota*

*149 Sandwich St. North*

*Amherstburg*

