

THE CORPORATION OF THE TOWN OF WASAGA BEACH

BY-LAW NO. 2024-59

A By-law to amend Sign By-law 2021-68

WHEREAS the *Municipal Act, S.O. 2001, c.25*, Section 8, provides that the Act shall be interpreted broadly so as to confer board authority on municipalities to enable municipalities to govern their affairs as they consider appropriate and enhance their ability to respond to municipal issues;

AND WHEREAS the *Municipal Act, S.O. 2001, c.25*, Section 11, provides that a lower- tier municipality may pass by-laws respecting matters of jurisdiction set out therein, *inter alia*; structures including signs;

AND WHEREAS the Council of the Town of Wasaga Beach deems it necessary and expedient to pass a by-law to amend By-law 2021-68 cited as the “Sign By-law”.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WASAGA BEACH HEREBY ENACTS AS FOLLOWS:

1. **THAT** By-law 2021-68 is amended as follows:

- **THAT** Section 2 is amended by the addition of a definition:

PERSON – shall mean an individual, sole proprietorship, partnership, limited partnership, trust or corporation, or an individual in his or her capacity as a trustee, executor, administrator or other authorized agent;

- **THAT** the word “person” within the By-law be replaced with the capitalized word “Person”.
- **THAT** Section 3.3 is amended by the deletion of: a) flag signs;
- **THAT** Section 6 Prohibited Signs is amended by adding the following Subsection:

6.15 Flag Signs as defined in this By-law

- **THAT** Section 9.3.1 Window Signs is amended by deleting 100% and inserting 25%
- **THAT** Section 12.1.4 is amended by deleting the words: flag signs
- **THAT** Section 12.3 be removed and repealed;
- **THAT** Section 14 be renamed “Variance Process”;
- **THAT** the word “minor” be removed from sections 14.1 & 14.3;

- **THAT** Section 14.2 be removed and repealed;
- **THAT** Section 15.3.3 is amended to remove the word “flag” and replace it with “Flag Signs”;
- **THAT** Sections 19.1 – 19.5 be amended by adding “, while not the owner of the lands,” after the word “Person”.
- **THAT** the following new Section 20 be added:

Section 20: AMPS

20.1 Any person, while as the owner of the land, contravenes any provision within Sections 3 - 15 of this By-law, will be subject to the Town AMPS By-law;

20.2 A director or officer of a corporation who, while as the owner of the land, knowingly concurs in the violation or contravention of any provision of this By-law will be subject to the Town AMPS By-law.

2. **THAT** staff is directed to incorporate these changes and adjust formatting as required;
3. **THAT** this By-law shall come into force and take effect on the date of passing.

BY-LAW READ A FIRST, SECOND AND THIRD TIME AND FINALLY PASSED THIS 29TH DAY OF JULY 2024.

THE CORPORATION OF THE TOWN OF WASAGA BEACH

Brian Smith, Mayor

Nicole Rubli, Director, Legislative Services & Clerk