



# Staff Report

## Legal Services

---

**Report To:** Committee of the Whole Meeting  
**Meeting Date:** October 19, 2021  
**Report Number:** FAF.21.182  
**Title:** Patrick Egan Billboard Sign  
**Prepared by:** Will Thomson, Director of Legal Services

---

### A. Recommendations

---

THAT Council receive Staff Report FAF.21.182, entitled "Patrick Egan Billboard Sign";

AND THAT Council direct that Staff proceed with an amendment to the Sign By-law to include a "Site Specific Exception Section" or council refuses the request to permit a Billboard Sign.

### B. Overview

---

This is a follow up to the request of Patrick Egan to permit a Billboard Sign (attached), and as directed by Council in the following resolution:

"THAT Council of the Town of The Blue Mountains receives the May 12, 2021, correspondence from G.H. Russell Planning & Development Services requesting an amendment to the Sign By-law for the placement of a Billboard Sign on the North Side of Arthur Street West between Lansdowne Street North and Victoria Street North, Thornbury;

AND THAT Council direct staff to provide a staff report in response to the request and refers the correspondence to the Economic Development Advisory Committee for information."

### C. Background

---

The subject Billboard sign was installed with Council's permission in or around 2010. The permission was for 3 years. Mr. Egan has requested a similar indulgence to allow the Billboard to remain.

## **D. Analysis**

---

Billboards are not permitted signs anywhere in Town according to the current Sign By-law. They were also not permitted under the previous Sign By-law which was in force at the time this Billboard was originally installed.

The current Sign By-law outlines a process for obtaining minor variances to the By-law. A variance is not available in this case as such a variance cannot permit that which is explicitly prohibited.

The current Sign By-law does not contain any language which would give Council the authority to permit individual site-specific signs.

Council therefore has two options:

1. Deny the request.
2. Direct staff to proceed with a draft amendment to the Sign By-law to include a site-specific exception section and to include this Billboard in such a draft.

If Council pursues Option 2, Staff will bring an amending By-law to Council, and it will have to go through the usual public process. Given time constraints and other competing priorities, this is unlikely to happen before the end of the year.

## **E. Strategic Priorities**

---

### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

### **3. Community**

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

### **4. Quality of Life**

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

## **F. Environmental Impacts**

---

N/A

## **G. Financial Impacts**

---

Staff time to draft amending Bylaw and lead public process.

## **H. In Consultation With**

---

Wayne Dewitt, Supervisor, By-law Services.

## **I. Public Engagement**

---

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Will Thomson, Director Legal Services [directorlegal@thebluemountains.ca](mailto:directorlegal@thebluemountains.ca).

## **J. Attached**

---

1. Attachment 1 - Email from Patrick Egan dated July 8, 2021

Respectfully submitted,

Will Thomson  
Director Legal Services

For more information, please contact:  
Will Thomson, Director Legal Services  
[directorlegal@thebluemountains.ca](mailto:directorlegal@thebluemountains.ca)  
519-599-3131 extension 258

### Report Approval Details

Document Title:	FAF.21.182 Patrick Egan Billboard Sign.docx
Attachments:	- Email from Patrick Egan dated July 8, 2021.pdf
Final Approval Date:	Oct 7, 2021

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

**Wayne DeWitt - Oct 6, 2021 - 1:30 PM**

**Will Thomson - Oct 7, 2021 - 11:37 AM**