



Memorandum

TO: Krista Power, Director of Legislative Services & City Clerk **FILE:**

FROM: Doug Vincent, Manager – Licensing & Enforcement Corporate Services

DATE: 10/29/2024 (mm/dd/yyyy)

SUBJECT: Request to Defer Outstanding Item 2023-007-DEV - Comprehensive Sign By-law Review

MEETING & DATE: Committee of the Whole - 11/25/2024 (mm/dd/yyyy)

Administration recommends a revised report back date for Outstanding Item 2023-007-DEV – Comprehensive Sign By-Law Review from Q4 2024, to Q3 2025.

Report 173-2023-Development & Emergency Services – Licensing & Enforcement detailed amendments to the Sign By-law (135-1992) and noted that a comprehensive review of the by-law is necessary to bring forward modernized regulations.

The deferral is requested to allow sufficient time for consultation with public and industry stakeholders. After focus groups are held and a by-law is drafted, Administration will present a First Report to Committee of the Whole in Q3 2025. This will allow the public, industry, and City Council to have further input on the proposed by-law and inform the final version.

WITH RESPECT to the Memorandum from Doug Vincent, Manager – Licensing & Enforcement, dated October 29, 2024, we recommend that the report back date for Outstanding 2023-007-DEV – Comprehensive Sign By-Law Review, be deferred from Q4, 2024 to Q3, 2025;

AND THAT any necessary by-laws be presented to City Council for ratification.