

# Staff Report

**Report From:** Jason Dykstra, Building Services Manager/Chief Building Official

**Meeting Date:** November 12, 2024

**Subject:** Heritage Permit Application No. 2024-011 – 44 Victoria Street South - Signage

**Attachment(s):** 1. Heritage Permit Application No. 2024-011

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**Recommendation:**

That Goderich Town Council receive this report for information;

And That Council approve Heritage Application 2024-011 – 44 Victoria Street South, as submitted, without conditions.

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**Report Summary:**

44 Victoria Street South is located within the Heritage District but is not a Heritage-designated property. The application is to replace the façade of an existing approved sign.

The sign was previously approved years ago for real estate advertising purposes. The previously erected sign reflects the same colours as the new sign façade.

This application was received after the sign façade had already been erected. The applicant was not aware that a Heritage Permit and Sign Permit were required for refacing the sign in question.

At the Chief Administrative Officer's request, I have met with the BIA Manager surrounding the Sign By-Law and Heritage Guideline requirements, so that this material may be communicated with new and existing businesses in the BIA District.

**Background/Analysis:**

All fascia board signs are reviewed to ensure they meet the intent of the Sign By-Law and Heritage Guidelines. The sign application for 44 Victoria Street South meets such By-law and Guidelines.

**Linkages:**

- Corporate Strategic Plan Priority #2: Welcoming and Caring Community

**Financial Impacts/Source of Funding:**

There is no financial impact associated with this report.

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Consulted With: Lynn Beatty, Goderich BIA Manager

Approved By: Janice Hallahan, Chief Administrative Officer  
Andrea Fisher, Director of Legislative Services/Clerk