

Item:



## Committee of the Whole Report

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**DATE:** Monday, September 17, 2018

**WARD(S):** ALL

**TITLE: SIGN BY-LAW TECHNICAL AND MINOR AMENDMENTS**

**FROM:**

Mary Reali, Deputy City Manager, Community Services

**ACTION:** DECISION

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**Purpose**

Following the Sign By-law Review, the purpose of this report is to request Council approval to implement several technical and minor amendments to ensure the By-law is in line with City practices as they relate to numbering, definitions and processes.

**Report Highlights**

- The purpose of the requested technical and minor amendments is to ensure that the Sign By-law is up-to-date and in line with City practices, and include changes related to numbering, definitions, and business processes.

**Recommendations**

1. That Council adopt the recommendations provided in Attachment 1 of this report; and
2. That Council authorize staff to undertake any other actions required to implement the recommendations of this report, including any consequential amendments to other by-laws.

## **Background**

As part of the Sign By-law Review, the Sign By-law in the City was reviewed and updated, which included consolidation of three by-laws and their amendments, dating back as far as 1992. The review was conducted in phases, beginning by implementing urgent changes, such as strengthening the City's ability to enforce prohibited signage, introducing regulations for third-party elections signage and permitting lawn sign usage for licensed contractors, and thereafter addressing large scale and long-term changes, such regulation for digital signs and billboards, Heritage Conservation Districts and other Special Districts, and feather banners.

Staff are seeking Council approval to implement various technical and minor amendments to ensure that the Sign By-law is up-to-date and in line with City practices.

## **Previous Reports/Authority**

This review is being conducted in line with the Council approved [City of Vaughan By-law Strategy](#), adopted by Council on June 24, 2014.

[Phase One recommendations of the Sign By-law Review](#) were adopted by Council on January 30, 2018, as per Item 2, Report No. 4, of the Committee of the Whole (Working Session).

[Phase Two recommendations of the Sign By-law Review](#) were adopted by Council on June 5, 2018, as per Item 5, Report No. 20, of the Committee of the Whole.

## **Analysis and Options**

This section provides an overview of staff recommendations and their reasoning listed in Attachment 1.

<b>Recommendation(s)</b>	<b>Reasoning</b>
Amend the definition of "Window Sign" to remove the reference to size restrictions.	The window size restriction was removed in June 2018 (with the exception of Heritage Districts).
Amend the definition of "Feather Banner Sign" to add the word "Temporary", and to require a six-month permit to be obtained in order to erect a feather banner.	Reclassify Feather Banners as Temporary Signs, enabling a greater number of tenants to be able to erect Feather Banners in multi-tenant properties.
Amend the definition of "Lawn Sign" to a "Temporary Sign composed of a Sign attached to spokes intended to be driven into a surface to stand the Sign in place".	To remove the reference to the word "board" to ensure the definition adequately captures all applicable Lawn Signs.

Recommendation(s)	Reasoning
Define Real Estate Signs and Real Estate Open House Signs, and delete the requirement for Real Estate Signs on private property to be required to list the address of the property.	Real Estate Signs are already on the property which they are advertising, while Real Estate Open House Signs, such as directional signs, are located elsewhere, and as such, are required to list the property's address.
Add information in the section for Window Signs on Private Property that explains there is no limit on size of Window Signs (except in the Heritage Conservation Districts, for which the 20 per cent restriction still applies).	This will provide clearer provisions for window signs area requirements within the City, both within and outside of Heritage Conservation Districts.
Delete Section 5.1(d) which prohibits signs over public lands.	This provision is redundant and already addressed in Section 16.1(e).
Delete the requirement that Mobile Signs be required to display a City-issued sticker.	This is in line with new application requirements.
Delete the requirement for Mobile Sign applicants to submit written authorization from the Property Owner.	This is in line with new application requirements, however the authorization can be requested by staff if needed.
For Office Buildings of three or more stories, allow up to four additional Wall Signs subject to restrictions. Currently, the additional signs are permitted for office buildings that are four stories and above; the proposed change extends the permission to three stories and above.	This is in line with the current City practices and various Site Plan decisions.
Amend the current Portable Sign Section to be called A-Frame, Mobile And Feather Banner Signs	Easier navigation of the by-law.
Amend the by-law to allow an additional Mobile Sign in C4 (Neighbourhood Commercial) and C5 (Community Commercial) Zones, provided that there is a minimum of 215 metres between Mobile Signs located on the same street frontage, up to a maximum of three signs.	This is in line with the current practices and a 2013 by-law change that was not captured in the consolidated by-law. This change will enable greater opportunities for advertising for businesses in large plazas.

<b>Recommendation(s)</b>	<b>Reasoning</b>
Add a provision to prohibit placement of Signs on centre medians.	Expanding current provisions with regards to road allowance.
Move the Section on Charitable/Community/Religious Temporary Signs.	Easier navigation of the by-law.
Add a provision to enable enforcement officers to ask for additional documentation and information related to signage.	Strengthen the City's ability to ensure compliance with the Sign By-law.

### **Financial Impact**

The revenue impact is unknown at this time. In June 2018, Council approved the allowance of Feather Banner Signs, which has not yet been operationalized, and as such, staff are unsure of the volume of permits to expect. This report recommends changing the treatment of Feather Banner Signs from signs that require only an initial permit, which can be erected indefinitely if in good condition, to signs that must obtain or renew a permit every six months, which would further change the frequency of permitting.

### **Broader Regional Impacts/Considerations**

This report does not have Regional implications.

### **Conclusion**

These changes will ensure the City of Vaughan Sign regulations are up-to-date, relevant and accessible.

**For more information**, please contact: Gus Michaels, Director, By-law and Compliance, Licensing and Permit Services Department, ext. 8735.

### **Attachments**

1. Recommendations

### **Prepared by**

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