

**DATE:** March 8, 2022

**TO:** Mayor and Members of Council

**FROM:** Gus Michaels, Deputy City Manager, Community Services

**RE:** **COMMUNICATION – Committee of the Whole (2) March 8, 2022**  
**Item 13, Report No. 12**  
**SIGN BY-LAW RELIEF FOR BUSINESSES**

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### **Recommendations**

The Deputy City Manager, Community Services recommends:

1. That where reference is made to a recommended requirement of a 100-metre separation between mobile signs, the measurement be replaced with a required separation of 30 metres (or approximately 100 feet), including replacing this reference in Staff Recommendation 1. (a), as follows:
  1. (a) Mobile signs be permitted on an eligible property, in accordance with section 8.10(a) of the Sign By-law, with a minimum distance of 30 metres between such signs, with up to three (3) signs per property, provided that the mobile sign does not directly abut a residentially zoned property;
2. That Table 1 in the report be replaced with the Table in Attachment 1 to this Communication; and
3. That the statement in the Permit Fees section of the report, that reads “Staff have also confirmed that no major municipality in the GTA has reduced fees as part of any regulatory relief” be amended to read “Staff have also confirmed that no major municipality in the GTA, with the exception of Mississauga, has reduced fees as part of any regulatory relief.”

### **Background**

To amend the report on the *Sign By-law Relief for Businesses* to correct a measurement error and to revise Table 1 and a related statement in the report.

Recommendation 1 that provides for a 100m distance between signs was an error, with the intended outcome from the consultation process being to recommend 100 feet (or 30m), not 100m as originally reflected. The revised separation distances do not affect the overall analysis, since in assessing potential impact staff assumed that properties would be eligible for the maximum of three signs per lot.

Recommendation 2 follows from the need to clarify and/or correct some of the information in Table 1. This included the information that pertained to the number of signs permitted per lot (as opposed to per business premises as intended). The effect of these revisions is to show that most municipalities in York Region permit more than one sign per lot, using either lot frontage or separation as the standard to determine the number of signs allowed. The revisions further support the intent of providing a reasonable measure of relief that supports the economic recovery of the business community, while ensuring and balancing the greater public interest, safety and wellbeing of the community.

Recommendation 3 follows from one of the amendments made to Table 1 containing the jurisdictional comparisons.

While staff strive for the most accurate information to be provided at all times, COVID and much of the relief that various municipalities provided have taken various forms that include but were not limited to by-law amendments, while others were proceeded upon without the need to formally provide an amendment to their various by-laws. This has added to the difficulties in ensuring access to up-to-date accurate information. This communication and the revised attachment provide further accuracy of the current state of the various municipalities with respect to how they permit/manage signs, accordingly. Additionally, the value of further engagement with industry stakeholders assisted staff in establishing the recommendations contained within, that staff believe will provide the necessary support for the industry and our business community.

For more information, contact Rudi Czekalla-Martinez, Manager, Policy and Business Planning, ext. 8782.

### **Attachments**

1. Table 1: Jurisdictional Scan of GTA Mobile Sign Regulations

Respectfully submitted by:



Gus Michaels,  
Deputy City Manager, Community Services

## Attachment 1

**Table 1: Jurisdictional Scan of GTA Mobile Sign Regulations**

<b>Municipality</b>	<b>Fees</b>	<b>Number of signs</b>	<b>Time limits</b>
<b>Vaughan</b>	\$154.00 (in 2022)	One per street line to a max of 2 per lot	<ul style="list-style-type: none"> <li>- Max of 4 per year</li> <li>- 21 days per permit</li> <li>- At least 21 days between permits</li> </ul>
<b>Toronto</b>	\$169.65 (including HST)	One (1) per business, with no mobile sign within 23 metres of another	<ul style="list-style-type: none"> <li>- Max of 3 per year</li> <li>- 30 days per permit</li> <li>- At least 30 days between permits</li> </ul>
<b>Mississauga</b>	\$110.00 (on line); \$120.00 (counter service). Fees waived until Sep. 2022	One (1) per street line of a property, extended to four (4) as part of emergency relief	<ul style="list-style-type: none"> <li>- Max of 6 per year</li> <li>- 21 days per permit (now extended to 30 days)</li> </ul>
<b>Kitchener</b>	\$90.00 (waived until end of pandemic)	One (1) sign per lot	<ul style="list-style-type: none"> <li>- Max of 6 per year</li> <li>- 30 days per permit</li> </ul>
<b>Brampton</b>	\$125.00	Four (4) signs per property	<ul style="list-style-type: none"> <li>- No limit per year</li> <li>- 21 days per permit</li> <li>- No black-out period</li> </ul>
<b>Markham</b>	\$189.00	One (1) per business, with no mobile sign within 20 metres of another	<ul style="list-style-type: none"> <li>- Max of two 21-day permits or three 14-day permits per year</li> <li>- At least 90 days between permits</li> </ul>
<b>Richmond Hill</b>	\$118.00	One (1) sign per property, or up to two (2) signs if a 50-metre separation between signs can be achieved	<ul style="list-style-type: none"> <li>- No set limit</li> <li>- 21 days per permit</li> <li>- At least 30 days between permits</li> </ul>
<b>Aurora</b>	\$100.00 (with fees being reduced by 50%)	One (1) sign per lot, or up to two (2) signs if the lot has a frontage of 75 or more metres (or 12.2 or more metres if a corner lot)	<ul style="list-style-type: none"> <li>- No set limit, but no more than 12 weeks in total in a calendar year</li> </ul>

<b>King</b>	\$131.00	One (1) sign per property, with up to 2 additional signs allowed if the street frontage exceeds 350 metres	<ul style="list-style-type: none"> <li>- No set limit</li> <li>- 30 days per permit</li> <li>- At least 30 days between permits</li> </ul>
<b>Newmarket</b>	\$110.00 (fees were waived in 2020 and 2021, but were resumed in 2022)	One (1) sign per business premises, with multiple signs permitted depending on lot frontage (from 6 with 200 ft frontage to 15 with 1,000 ft frontage)	<ul style="list-style-type: none"> <li>- No set limit</li> <li>- 30 days per permit</li> <li>- no black-out period</li> </ul>
<b>Whitchurch-Stouffville</b>	\$95.00 (fees waived for 2020 and 2021)	One (1) sign per lot, or up to two (2) signs if the lot has a frontage of more than 100 metres (or 25 metres if a corner lot)	<ul style="list-style-type: none"> <li>- Max of 2 permits per year</li> <li>- 15 days per permit</li> <li>- no black-out period</li> </ul>
<b>Georgina</b>	\$50 (30-day); \$100 (60-day); and \$200 (90 day)	One (1) sign permitted on a frontage of less than 150 metres. If more, can have 1 additional sign. 1 additional sign also permitted if the lot abuts 2 or more highways, or if a lot contains more than 8 business premises.	<ul style="list-style-type: none"> <li>- Max of 240 days per year</li> <li>- 30, 60 or 90 days per permit</li> <li>- No black-out period</li> </ul>