

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 30, 2012

Item 29, Report No. 39, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 30, 2012.

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**TEMPORARY GROUND SIGNS
UJA FEDERATION OF TORONTO
CITY OF VAUGHAN SIGN BY-LAW 203-92 AS AMENDED**

The Committee of the Whole recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Planning and the Director of Building Standards, dated October 16, 2012, be approved; and
- 2) That the deputation of Mr. Mark Malinowicz, UJA Federation, Bathurst Street, Vaughan, be received.

Recommendation

The Commissioner of Planning and the Director of Building Standards recommend:

- 1) That the proposal being brought forward by the UJA Federation of Greater Toronto be approved.

Contribution to Sustainability

N/A

Economic Impact

There is no economic impact resulting from Staff's recommendation.

Communications Plan

Staff have advised Mr. David Sadowski of the UJA Federation of Greater Toronto of this public meeting.

Purpose

To respond to Council's request for a report regarding the subject matter.

Background - Analysis and Option

On November 29, 2011, Council approved a recommendation receiving a deputation from Mr. David Sadowski, UJA Federation of Greater Toronto and referred the matter to Staff regarding temporary signs for the UJA fundraising campaigns.

Since that time of the Council meeting, Staff from the Building Standards Department have met with the UJA Federation on different occasions to review and clarify their proposal.

The UJA are proposing to install/maintain one temporary sign per lot at 18 Religious Institution Buildings throughout the community. It is proposed that signs be a "V" shaped sign with each side measuring 1.2 meters x 1.2 meters with a total sign area of 2.9 sqm. (4 feet X 4 Feet - each side) Attached as appendix 1 is a photo showing an example of a proposed sign.

The signs are proposed to be displayed at two different occasions during the year. These occasions include:

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1. April until the end of May : Walk for Israel
2. August until the end of October: The new UJA Campaign.

The City's Sign By-Law presently permits the advertising of festivals and community events by religious, community, or charitable organizations. The by-law provides for one sign per event and shall comply with the location & size requirements of mobile signs. These signs may be displayed for a maximum of 30 days prior to the event and removed immediately afterwards. No permits or fees are required for these signs.

Related to the present proposal by the UJA Federation of Greater Toronto, the City's Sign By-law would permit one sign for each of the 18 religious institutional properties for a maximum of 30 days. This would be permitted for each of the two proposed occasions throughout the year. These signs must be located on the private properties.

Staff have reviewed the Sign By-laws from the surrounding area municipalities of Markham, Brampton, Richmond Hill, Mississauga and Toronto. Similar to Vaughan's existing sign by-law, most by-laws have some type of specific exception or requirement for community event signage. That is, they permit the use of temporary signs for community organizations that is generally restricted to the size of mobile signs for a limited period of time. The maximum display time usually ranged from 7 to 30 days prior to the event. With some municipalities requiring permits and fees (Toronto, Markham & Mississauga.) while others do not. (Richmond Hill, Brampton, & Vaughan)

Although Staff are supporting this proposal they are not recommending any changes to the City's Sign By-Law at this time.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

None.

Conclusion

Although Staff are supporting this proposal, the City's present Sign By-law is in line with other surrounding area municipalities and Staff are not recommending any changes at this time.

Attachments

- 1) Photo showing a typical example of one of the subject signs.

Report prepared by:

John Studdy, Manager of Customer and Administrative Services

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)