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COMMUNICATION

CW (WS) - January 24, 2018

ITEM - 2

Sign By-law Review – Phase One

Committee of the Whole (WS) Presentation | January 24, 2018

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The Sign By-law Review

By-law and Compliance, Licensing and Permit Services (BCLPS) staff are reviewing the **City's three sign by-laws that regulate:**

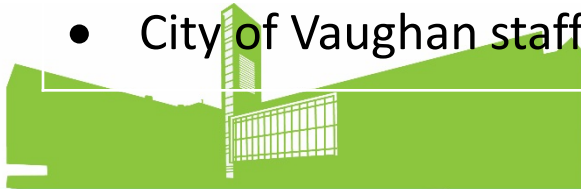
- signs on public
- signs on private property
- the Sign Variance Committee

The review is in accordance with the Council-approved By-law Strategy.



Stakeholder engagement

- The general public
- The sign industry
- Various religious and community organizations
- Various advocacy groups, such as Toronto Real Estate Board, Sign Association of Canada, BILD and Vaughan Chamber of Commerce
- Public agencies, such as the Regional Municipality of York, Ministry of Transportation Ontario, York Regional Police
- Other municipalities
- City of Vaughan staff from across the City



What we've heard from stakeholders

- **The public** is most concerned about illegal or unsafely placed temporary signage, such as posters, stickers and placards.
- The City should have **tougher enforcement and stricter penalties** for offenders.
- **Businesses and community agencies** need opportunities to advertise in a compliant and effective manner.
- The City should provide **clear, accessible information and permitting**.
- There is increasing interest in **billboard and digital signage**.



Objectives of the review

1. Develop **clear, accessible, relevant** rules.
2. Provide **signage opportunities that protect community safety and uphold standards.**
3. Allow **greater cost recovery for infractions and stronger penalties for offenders.**
4. **Modernize** Sign Permit services.
5. Leverage knowledge and resources to provide **collaborative, efficient enforcement.**
6. Support **environmental sustainability.**
7. Support **legislative sustainability.**

Phases of the review

Phase	Areas to be addressed
Phase One: <u>Near future</u> <u>opportunities</u> <i>January 2018 report</i>	<ul style="list-style-type: none">• by-law consolidation• regulatory relief to the sign industry and businesses• third-party elections signs• use of signage by licensed contractors• strengthening the City's enforcement and cost recovery
Phase Two: <u>Longer term</u> <u>opportunities</u> <i>Spring 2018 report</i>	<ul style="list-style-type: none">• digital, billboard and pedestal signs• Heritage Conservation Districts• Sign Variance Committee• gateway signage• feather banners

Phase One Recommendations

No.	Recommendations
1	Development of one by-law to govern sign regulation.
2	Allow licensed Renovators, Fence Installers, Pavers, Landscapers, Pool Installers and provincially certified trades to use lawn signs on private property with the property owner's permission during the course of their work.
3	Eliminate design restrictions on mobile sign graphics and lettering .
4	Allow City of Vaughan staff and the Regional Municipality of York to be exempt from the requirements of the City's Sign By-law.
5 – 7	Introduce third party elections signage including a \$100 fee per registrant.

Phase One Recommendations (continued)

No.	Recommendations
8 - 10	<p>Strengthen the City's ability to enforce the by-law by:</p> <ul style="list-style-type: none">• expanding accountability for infractions to anyone who causes, permits or contributes to a contravention of the by-law;• better recovering costs for sign removal, storage and disposal; and• collecting remedial work costs in a manner similar to taxes, where appropriate.
11	<p>Disposing of certain types of prohibited signage on public property without notice to the owner, such as posters, stickers and placards.</p>



Phase One Recommendations (continued)

No.	Recommendations
12	Remove the restriction on window signs with respect to the percentage of window area they can occupy, except in Heritage Conservation Districts.
13	Require real estate open-house or similar signs to be required to include the address of the corresponding property
14	Update the Special Sign District maps be updated in accordance with the Heritage Conservation Districts established by the Development Planning



Next steps

- Staff will implement Council-approved changes.
- The Phase Two Working Group will begin developing recommendations.
- BCLPS will report to Council with Phase Two recommendations in Spring 2018.



Thank you for reviewing our presentation

For more information, please visit www.vaughan.ca/bylaw or contact BCLPS staff:

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