

# Kleinburg and Area Ratepayers' Association

P.O. Box 202, Kleinburg, Ontario, L0J 1C0  
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January 23, 2018

To: Carol Ramchuram, Regulatory Policy Analyst  
City of Vaughan | By-law & Compliance, Licensing & Permit Services

c.c. Mayor, Regional Councillors, Local Councillors  
Office of the City Clerk

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**COMMUNICATION**  
CW (WS) - January 24/2018  
ITEM - 2

## Signage in the Kleinburg Heritage Conservation District

KARA strongly encourages the strict enforcement of the signage restrictions currently in place with particular attention to the proliferation of small signs.

Neon (and imitation neon) signs and backlit signs, especially animated signs (ones where the content keeps changing) are wholly inappropriate in a Heritage Conservation District. The lit signs saying 'open' can be replaced with a card, which is how it has been done previously.

Mobile signs should not be permitted in a HCD.

Specific Examples in the Kleinburg area:

Signs on the boulevard or in front of shops like those of Hawthorne House, Chartreuse, Avlyn or Sugar Plum are quite acceptable in an HCD. The much larger ones such as the Remax signs and the condo sign on Stegman's Mill, are not. Nor are the Remax banners on the fence at Stegman's/Islington or the music studio on Stegman's.

There is the growing proliferation of movable sandwich boards or A-frame boards, especially outside Canadiana Square, but in other places as well. This is inappropriate in a HCD.

While they may be legal, the towering fluorescent signs in front of Kleinburg Public School and Elementary School La Fontaine are totally out of scale and character to the schools and the village, making an unsightly entrance to the Village. Reduced scale, at a minimum, would be of some help. Historical character would be best.

KARA Board is wondering what could be done to tone down some of the signage. Ones that are definitely non-heritage and inappropriate are the red-and-white sign for the spa in Greco's latest development, the plastic sign for cosmetic surgery on the side of the log house on Kellam and the RE/MAX signs near Stegman's. There is a small southern Ontario municipality that requires street front signage to be gold on brown and front lit, similar to the Kleinburg Dentistry sign just north of Stegman's. This municipality seems to be able to enforce it, although they did permit grandfathering on the existing signage.

Comments on some of the points from the link:

*2. Permission, for certain licensed and certified businesses, to use lawn signs on private property during the course of their work.-*

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I think the word "certain" in reference to businesses is very ambiguous language. It would make sense to properly identify what businesses are permitted to do so.

*3. Elimination of design restrictions on mobile signs.*

Eliminating design restrictions on mobile signs could become an issue.

*4. Elimination of size restrictions on window signs in areas other than Heritage Conservation Districts.* This is a positive point I think it important they continue to enforce special designation for our Heritage District.

KARA understands the need for businesses to attract patrons, but unfortunately the adverse effect occurs when there are too many. Also the 'consistency' look of the signs is imperative as it can either take away or enhance the heritage atmosphere which in turn affects the tourism draw to the town, which of course ultimately affects the local businesses to a far greater degree. A proper signage plan will be instrumental in sustaining the vibrancy of the town and the business it brings in.

Regards,



Kathryn Angus

President – Kleinburg & Area Ratepayers' Association, on behalf of the KARA Board

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