

## Magnifico, Rose

**From:** IAN DUFFY <iduffy.magnetsigns@gmail.com>  
**Sent:** Friday, October 12, 2012 10:22 AM  
**To:** Magnifico, Rose  
**Subject:** RE: Deputation Confirmed: I Duffy, Magnetsigns  
**Attachments:** deputation to change application procedure.pdf

<p><u>C 7</u> <b>COMMUNICATION</b> CW - <u>Oct 16/12</u> ITEM - <u>Dep 3)</u> <u>and/or for the committee.</u></p>
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Hi Rose. Attached is my deputation for inclusion in the minutes and/or for the committee. I will not have any other handouts.

Sincerely  
Ian Duffy  
Magnetsigns GTA  
1404 Wallace Rd, Oakville, Ont, L6L 2Y2  
Tel: 905-847-3539  
Fx: 905-847-3376  
[IDUFFY.MAGNETSIGNS@GMAIL.COM](mailto:IDUFFY.MAGNETSIGNS@GMAIL.COM)



magnetsigns

-----Original Message-----

**From:** Magnifico, Rose [<mailto:Rose.Magnifico@vaughan.ca>]  
**Sent:** October-09-12 3:07 PM  
**To:** 'IDUFFY.MAGNETSIGNS@GMAIL.COM'  
**Subject:** Deputation Confirmed: I Duffy, Magnetsigns

Good Day,

Please be advised that you have been listed as a deputant on the Committee of the Whole agenda of October 16, 2012. Deputations are heard at 3:00 pm in the Council Chamber on the second floor of City Hall. Should you wish to submit written material for Council's information, please submit it to me by 12:00 noon on Friday, October 12th. If you wish to provide material at the meeting, please bring 15 copies for distribution.

Do not hesitate to contact me if you need any assistance.

Thanks,

Rose

Rose Magnifico  
Assistant City Clerk  
City Clerk's Office  
City of Vaughan



## Deputation from Magnetsigns

### Request for Change in Application Procedure in Building Department

Our company provides mobile signs to many small businesses in Vaughan. Each mobile sign requires a permit and in 2009 over 1100 permits were issued. Permits are obtained in person through the building department and the current "**day before**" application procedure requires almost daily attendance at city hall. This procedure needs to be changed.

The earliest the sign company or taxpayer can make application for the permit is the **day before** the permit starts. Thus if the applicant requires a permit for each day of the week, they have to make a minimum of three and up to five trips to city hall; over a two week period a minimum of five and up to ten trips would be required.

If instead of this **day before** procedure, the city allowed applicants at least a "**two week window**" for applying, the system would be substantially more efficient for all involved. It would

- eliminate the need for multiple trips to city hall resulting in significant cost savings for the applicants,
- the automotive pollution generated would be substantially reduced,
- the small business who wants to rent the sign would know well in advance that they were going to be able to undertake their advertising,



- The City would have significantly fewer transactions to process in the building department, at the cashier, and in the finance department.

The benefits of this suggested change are easy to see and very tangible.

The only other nearby city that has a procedure similar to Vaughan is Richmond Hill. Brampton offers a 7 day window, while Mississauga, Toronto, Markham, Aurora, Newmarket, Bolton, Oakville, Burlington, offer at least three month windows; many offer up to one year.

I have previously made a request of the building department to change their **day before** procedure however, they have been unwilling to accommodate the request, and offer no reasonable explanation as to why this improvement can't be implemented. On holiday long weekends they already accommodate applications two days before the permit start date, so it is not a computer system issue. The only explanation I can see as to why the department won't adopt this improved procedure is an unwillingness to change.

In summary, I am here today to ask you to intervene in the departments procedures and request an immediate review of the current application procedure - it is a simple issue. It is a procedural issue not related to the bylaw, and I believe my suggested change or something similar can be immediately implemented by providing just a little direction to counter staff and an email to the licenced sign companies. I hope that you are willing to intervene and will quickly force the department to make the improvement. The benefits will be immediate to all involved. Thank you for your time.

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