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**DEPUTATION – MR. IAN DUFFY, MAGNETSIGNS  
WITH RESPECT TO THE MOBILE SIGN PERMIT PROCESS**

The Committee of the Whole recommends that the deputation of Mr. Ian Duffy, Magnetsigns GTA, Wallace Road, Oakville, and Communications C3, dated July 27, 2012, and C7, dated October 12, 2012, be received and referred to staff for a report to the Council meeting of October 30, 2012, addressing the request of the deputant.



## memorandum

**DATE:** October 23, 2012  
**TO:** Mayor Bevilacqua and Members of Council  
**FROM:** Leo Grellette, Director of Building Standards Department  
**RE:** **ITEM 39 – REPORT 39**  
**COMMUNICATION – WITH RECOMMENDATIONS**  
**Deputation – Mr. Ian Duffy, Magnetsigns**  
**Request for Change in the Application Procedure for Mobile Signs**

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C	<u>8</u>
Item #	<u>39</u>
Report No.	<u>39</u>
<u>Council - OCTOBER 30/12</u>	

The Committee of the Whole at its October 16, 2012 meeting referred the above matter to Staff for additional information.

Staff have reviewed the concerns expressed by the deputant respecting the application process for mobile signs and are suggesting the following recommendations:

**RECOMMENDATION:**

- 1) That the Building Standards Department revise their current application procedure, which restrict applicants to a one day window of opportunity, for a 6 month trial period to allow applicants for mobile sign permits at least a two week window for applying for permits, and;
- 2) That the trial period commence on January 1, 2013 in order that other Licensed Mobile Sign Operators may be advised and allow time for Mobile Sign Operators and Staff to modify their processes, and;
- 3) That Building Standards Department brings forward a report to Council respecting the results of the trial period 6 months hence.

The above has been discussed with the deputant.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Leo Grellette', written over a horizontal line.

Leo Grellette  
Director of Building Standards

cc: John MacKenzie, Commissioner of Planning  
Ian Duffy, Magnetsigns (Email Only)

**Magnifico, Rose**

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**Subject:**

Deputation to Committee of the Whole: I. Duffy, Magnetsigns GTA

C 3
COMMUNICATION
CW - Oct 16/12
ITEM - Dep 3)

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

From: IAN DUFFY [mailto:[iduffy.magnetsigns@gmail.com](mailto:iduffy.magnetsigns@gmail.com)]  
Sent: Friday, July 27, 2012 11:22 AM  
To: Abrams, Jeffrey  
Subject: Deputation to Committee of the Whole

Hi Jeffrey. I would like to address the Committee of the Whole with the hopes of having them direct the Building Department to change a departmental procedure. The attached request provides a more detailed explanation. Please let me know if I can get on the agenda for the Sept. 4 meeting, which I understand is the next available opportunity.

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)

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The City of Vaughan  
2141 Major Mackenzie Drive  
Vaughan, Ontario  
Canada L6A 1T1  
Tel (905) 832-2281

March 7, 2012

Theresa Petrillo  
Canadian Federation of Independent Business  
4141 Yonge Street, Suite 401  
Toronto, Ontario M2P 2A6

SENT by Regular Mail and E-Mail

Dear Ms Theresa Petrillo

RE: Requested Process Improvements to the  
Mobile Sign Permit Process

Thank-you for your recent correspondence to Mayor Maurizio Bevilacqua dated February 14, 2012.

Further to your letter, as you may be aware we have reviewed this matter in great detail with Mr. Duffy and we concur with many of his suggestions respecting the need to update and modernize the mobile sign permit process. We agree with you and Mr. Duffy that a number of these suggestions would help improve our current level of customer service. The Planning Commission which includes the Building Standards and Development Planning Departments are looking forward to providing the type of on-line or electronic service that you requesting for many other permit types and other related services.

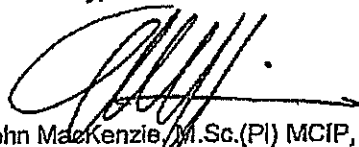
As discussed in our meeting with Mr. Duffy, modernization will take some time as there are gaps in the City's existing infrastructure that prevents the City from quickly implementing our desired changes.

As part of the City Council's approval of the City's 2012 Annual Operating and Capital Budgets additional monies have been budgeted for additional improvements to the City's Web Site and financial systems. These projects are necessary to meet our goals and are scheduled for implementation over the next two years. We are currently working with the Finance and Information Technology Departments who are key stakeholders in our efforts to modernize our approval processes.

We thank-you for your comments and concerns and we are looking forward to introducing a revised permit process as soon as we can.

Should you have any questions or require any additional information, I may be reached at (905)832-8510 Ext. 8885 or Mr. John Studdy at (905)832-8510 Ext. 8232.

Yours truly,



John MacKenzie, M.Sc.(Pl) MCIP, RPP  
Commissioner of Planning

- c. His Worship Mayor Bevilacqua  
Barbara Cribbett, Commissioner of Finance  
Dimitri Yampolsky, Chief Information Officer  
Leo Grellette, Director of Building Standards  
Mr. Ian Duffy, Magnetsigns GTA

## 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,

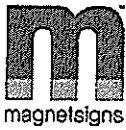
Please be advised that you have been listed as a deputant on the Committee of the Whole agenda of October 16, 2012. Deputations are heard at 3:00 pm in the Council Chamber on the second floor of City Hall. Should you wish to submit written material for Council's information, please submit it to me by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