

## **COMMITTEE OF THE WHOLE, JUNE 16, 2003**

### **SIGN BY-LAW REVIEW**

#### **Recommendation**

The Commissioner of Planning and the Director of Building Standards recommend that the attached Draft Sign By-laws be approved in principal and forwarded to the next Council Meeting for enactment.

#### **Purpose**

To amend the existing Sign By-law and enact a new Sign By-law for signs on public property.

#### **Background - Analysis and Options**

At a Public Hearing, on June 17, 2002, Council considered the Sign By-law Report. Council adopted the following:

“That the recommendation contained in the following report, of the Commissioner of Planning and the Director of Building Standards, dated June 17, 2002 be approved and that the phrase “and Centre Street” be inserted in Clause A) ii), following the word “core.”

That the confidential memorandum from the Director of Legal Services, dated June 11, 2002, be received; and

That the following deputation be received:

- a) Mr. Loreto Ferri, President, 153 Killian Road, Maple, L6A 1B3, representing the Gates of Maple Ratepayers, association and as a small business owner;
- b) Ms. Sonia Liscio, c/o 81 Blackburn Blvd., Woodbridge, L4L 7J5, representing the Weston Downs Ratepayers association;
- c) Mr. Brian Ridgeway, ASAP Rental, 12450 Keele Street, King City, L7B 1A3;
- d) Mr. Ian Duffy, Magnet Signs, 1244 Speers Road, Suite 5, Oakville, L6L 2X4
- e) Mr. Peter Mayor, 1040 Rutherford Road, RR #2, Maple, L6A 1S2; and
- f) Mr. Neven Velovic, POP Signs, 36 Mercedes Drive, Rexdale, M9V 4T6.

Council further requested written comments from the deputants appearing at the meeting.

To date, the Department has received two (2) responses:

- a) Letter dated June 24, 2002, from Mr. Peter Mayor, a ratepayer requesting that the number of mobile signs be reduced;
- b) a fax dated July 5, 2002 from Mr. Ian Duffy, Magnet Signs, requesting that the number of mobile signs be increased.

Building Staff have reviewed the above responses. These responses dealt mainly with the proposed regulations for mobile signs. It is Building Staffs opinion that the mobile sign regulations should proceed as originally presented and adopted by Council at the June 17, 2002 meeting.

All deputants that appeared at the June 17, 2002 meeting have been notified of this meeting.

#### **Implementation**

It is unknown currently how much staff time will be required in the administration of this by-law. The issuance of sign permits for signs on public property will require staff to review applications and location drawings submitted and may require site inspections prior to permit issuance.

It is proposed that the responsibility for permit issuance be included in the job description for the recently approved contract position of Utility Co-ordinator in the Engineering Department. That person would work together with Transportation staff in the review, site inspection and approval of applications. For the balance of 2003, the workload associated with this activity will be monitored. Should there be any further staff requirements associated with the administration of the by-law, a report would be submitted for consideration in the 2004 Operating Budget discussions

### **Conclusion**

It is staff recommendation that the existing Sign By-law be amended and a new Sign By-law be enacted for public property as proposed at the June 17, 2002 public meeting. The attached draft By-laws have been reviewed by the Legal Department and are herein attached for Council consideration.

### **Attachments**

Attachment 1, Proposed Sign By-law for signs on Public Property,  
Attachment 2, Proposed Amendments to the City of Vaughan's Sign By-law (Private Property),  
Attachment 3, Report to a Special Council Meeting on Sign By-law Review, dated June 17, 2002.

### **Report prepared by:**

John Studdy, Manager of Customer & Administrative Services

M. M. Navabi, P.Eng, Director of Building Standards

Respectfully submitted,

Michael DeAngelis,  
Commissioner of Planning

M. M. Navabi, P.Eng.  
Director of Building Standards

# DRAFT BY-LAW

## (Signs for Public Property)

### BY-LAW NUMBER 2002 -

**A By-law to regulate signs and other advertising devices on public properties and road allowances under the jurisdiction in the City of Vaughan.**

WHEREAS the Municipal Act, R.S.O. 1990, c.M. 45 provides in paragraphs 146 and 147 inclusive of Section 210, that Councils of local municipalities may pass by-laws for prohibiting or regulating signs and other advertising devices and the posting of notices on public properties and road allowances within the municipality;

AND WHEREAS The Corporation of the City of Vaughan deems it advisable to pass this by-Law, applicable to the whole of the City;

NOW THEREFORE the Council of the Corporation of City of Vaughan ENACTS AS FOLLOWS:

**1) SECTION 1.0 – TITLE**

This By-law shall be known as the “Public Property Sign By-Law”.

This By-Law shall apply to property owner by or under the jurisdiction of the City of Vaughan.

**2) SECTION 2.0 – DEFINITIONS**

In this By-Law:

- 2.1 ALTER - means any change to the sign structure or sign face, with the exception of:
- (a) a change in the message being displayed;
  - (b) repair and maintenance, including replacement by identical components as required by this by-law
- 2.2 BANNER - means a sign composed of lightweight material so as to allow movement which is caused by atmospheric conditions
- 2.3 BUILDING CODE - means the Ontario Building Code Act, as amended from time to time, and includes any regulations thereunder.
- 2.4 CITY - means the Corporation of the City of Vaughan.
- 2.5 COUNCIL - means the Council for the Corporation of the City of Vaughan.
- 2.6 DAYLIGHTING TRIANGLE - means the area of a corner lot which is formed by measuring from the projected point of intersection of the two street curbs abutting the front and exterior side lot lines a distance of:
- i) 15.0 metres in the case of local to local street. or
  - ii) 25.0 metres in the case of local or collector to collector street. or

- iii) 30.0 metres in the case of local, collector or arterial to arterial street to two points, and the triangle area formed by the joining of those two points.
- 2.7 ERECT - means the placing or relocation of any sign or part thereof, and the posting of notices.
- 2.8 LOT - means a parcel of land fronting on a street separate from any abutting land to the extent that a consent contemplated by Section 53 of the Planning Act, R.S.O. 1990, c.P. 13 would not be required for its conveyance. For the purposes of this paragraph, land defined in an application for a building permit shall be deemed to be a parcel of land and a reserve shall not form part of the street.
- 2.9 ORGANIZATION Charitable - means an incorporated association of persons that is charitable under the laws of Ontario or of Canada.
- 2.10 ORGANIZATION Community - means a group of persons organized for the advancement of activities of a civic cultural or recreational nature and which activities are not conducted for monetary profit.
- 2.11 ORGANIZATION Religious – means an incorporated association of persons that is:
  - i) chartable under the laws of Ontario; and
  - ii) organized for the advancement of religion and for the conduct of religious worship, services or rites; and
  - iii) permanently established as to the continuity of it's existence.
- 2.12 OWNER – means the owner of the sign for whom a permit is sought or the person for whom the sign was installed.
- 2.13 PERMIT HOLDER – means the owner as defined in this by-law or the person in charge of the sign.
- 2.14 PERSON - means an individual, association, firm, partnership or incorporated company.
- 2.15 PUBLIC INFORMATION SIGN - means any of the following signs:
  - (a) signs erected by or under the direction of a government agency.
  - (b) signs designating public hospitals, schools operated by the York Region District School Board and the York Region Catholic District School Board, Vaughan Public Libraries, Vaughan Community Centres, Vaughan Public Arenas or other public government use.
- 2.16 PUBLIC PROPERTY – means property, including realty, or buildings, owned by the City or local board as defined in the Municipal Affairs Act, as amended, but does not include property owned by the Regional, Provincial, Federal government, a Crown Corporation, Hydro, Utility or Railway Company.
- 2.17 ROAD ALLOWANCE – means a street that is under the jurisdiction of the Corporation of the City of Vaughan that is open and maintained by the City, and includes unopened and unimproved road allowances vested in the City by virtue of any statute and does not include Regional Roads or Provincial Highways.
- 2.18 SIGN - means any advertising device or notice and means any visual medium including its structure and other component parts, which is used or is capable of being used to attract attention to a specific subject matter, other than itself, for identification, information, or advertising purposes.
- 2.19 SIGN AREA - means the number of square metres on the surface of a sign including the border and/or frame, and where there is no border shall include all the area of the surface lying within the extremities of the smallest geometric form, which can wholly enclose the surface area of the sign.

- 2.20 SIGN, GROUND - means a sign directly supported by the ground without the aid of any other building or structure, other than the sign structure.
- 2.21 SIGN, PORTABLE - means any sign not securely anchored to the ground or to a building or which because of its design may be moved and shall include a sign located on a vehicle, other than a sign printed or painted on the side identifying ownership of a commercial vehicle, if such sign identifies, advertises or gives information in respect to a premises or a part thereof. For the purposes of this by-law, signs commonly known as Trailer or Mobile Signs, "A" Frame Signs,

### 3) **SECTION 3 – ADMINISTRATION AND GENERAL REQUIREMENTS ALL SIGNS**

This By-Law shall be administered by the Commissioner of Public Works and enforced by the By-Law Law Enforcement Division of the Legal Department.

- 3.1 PERMITS REQUIRED  
Except for the signs referred to in Section 5 no person shall erect, display, repair or alter a sign, unless a permit is obtained therefor.
- 3.2 RESPONSIBILITIES REGARDING THE APPLICATION FOR PERMIT  
No person shall make application for a sign permit who is not an authorized agent of the permit holder who has control of and whom the sign is erected for. No person shall submit false or misleading information or documents or make omissions that may mislead in connection with any application for a sign permit, detail of construction, or revision thereto.
- 3.3 APPLICATION FOR PERMIT  
The applicant for a sign permit shall:
- (a) submit an application on a prescribed form furnished for that purpose;
  - (b) submit plans describing the exact location in which the proposed sign is to be erected.
  - (c) submit scale drawings and specifications of sufficient detail and quality as is necessary to ascertain whether or not the sign and its structure will be in compliance with this by-law and the Ontario Building Code and any applicable government regulation.
  - (d) submit the approval of other authorities having jurisdiction.
- 3.4 CONFORMITY WITH THE BY-LAW AND THE APPROVED PLANS  
It shall be the responsibility of the owner, permit holder, or authorized agent of the sign to comply with this by-law and the approved plans and specifications.
- 3.5 REVOCAION OF PERMIT  
A permit may be revoked by the City under the following circumstances:
- (a) where the sign does not conform to this by-law;
  - (b) where the sign does not conform to any regulation, law or requirements of any governmental authority having jurisdiction over the area where the sign is situated;
  - (c) where the permit has been issued as the result of false or misleading statements, or undertakings, in the application;
  - (d) where the permit has been issued in error.
- 3.6 FEES  
The following fees shall be paid to the City at the time of application for a sign permit:
- (a) All signs except (b) & (c) below: \$50.00.

- (b) Religious/Charitable/Community Signs
- (c) Builder Portable Signs - "A"-Frames
- (d) Refunds

(No Fees Required)  
**\$200.00 per** sign for 6 months  
Permit fees are not refundable  
except where permit is issued in  
error.

3.7 REMOVAL OF ILLEGAL SIGNS

- (a) When a sign is erected or displayed in contravention of the provision of this by-law, such sign may be removed immediately without notice, if located on, over, partly on, or partly over, property owned by or under the jurisdiction of the City.
- (b) Signs so removed shall be stored by the municipality for a period of time of not more than thirty (30) days, during which time the owner or his agent may be entitled to redeem such sign upon receipt by the City of the amount set out in the City's Fee By-Law.
- (c) Where a sign has been removed by the municipality and stored for a period of thirty (30) days and has not been redeemed, such sign may be forthwith destroyed or otherwise disposed of by the City.

3.8 VALIDITY

In the event any part or provision of this by-law is held to be illegal or void, it shall be considered separate and severable from the remaining provisions of this by-law, which shall remain in force and be binding.

3.9 CONFLICT WITH OTHER BY-LAWS

Where there is a conflict or a contradiction between this by-law and any other by-law of the City of Vaughan, the provisions of this by-law shall prevail.

3.10 BUILDING CODE AND GOVERNMENT REGULATIONS

Any sign, which is erected, shall comply with this By-Law, the Ontario Building Code and any other applicable government regulation. The more restrictive provisions of the requirements shall prevail

3.11 LIABILITY

The provisions of this By-Law shall not be construed as relieving or limiting the responsibility or liability of any person who erects or displays, or causes or permits or allows to be erected or displayed, any sign, for personal injury including injury resulting in death, or property damage resulting from such sign or from acts or omissions of such person, or his agents, servants, employees, contractors in construction, erection, maintenance, display, alteration, repair or removal of any sign erected in accordance with a permit which is issued hereunder. Likewise, provisions of this By-Law shall not be construed as imposing on the City, its officers, employees, servants, and agents any responsibility or liability whatsoever by reason of the approval of or issuance of a permit for any sign or removal of any sign.

3.12 INDEMNIFICATION

The applicant of a permit for a sign and the permit holder for which the sign is erected shall be jointly and severally responsible to indemnify the City, its officers, employees, servants and agents, from all losses, damages, costs, expenses, claims, demands, actions, suites, or other proceedings of every nature and kind arising from and in consequence of the construction, erection maintenance, display, alteration repair or removal of such sign..

3.13 PENALTIES Every person who contravenes any provision of this by-law is guilty of an offence and on conviction is liable to a fine of not more than \$5,000.00, pursuant to the provisions of the Provincial Offences Act.

## **SECTION 4 - PROHIBITED SIGNS**

Notwithstanding any other provisions of this By-law, no person shall erect, install, post, display, alter, maintain, or keep any of the following types of signs on public properties or within road allowances under the jurisdiction of the City of Vaughan:

- 4.1 Signs which incorporate in any manner any flashing or moving illumination which varies in intensity or which varies in colour, and signs which have any visible moving parts, visible mechanical movement of any description, or other apparent movement achieved by electrical pulsations or by actions of normal wind current.
- 4.2 Signs which by reason of size, location, content, colouring, or manner of illumination obstruct the vision of drivers or pedestrians, or obstruct or detract from the visibility or effectiveness of any traffic sign or control device on public streets and roads or which are located in a daylighting triangle
- 4.3 Signs which make use of words such as "Stop", "Look", "One Way", "Danger", "Yield", or any similar words, phrases, symbols, lights, or characters in such manner as to tend to interfere with, mislead, or confuse traffic and which are not erected by a Public Authority.
- 4.4 Signs located so as to obstruct or impede any required fire escape, fire exit, walkway, passageway, door, window, skylight, flue or air intake or exhaust or so as to prevent or impede free access of fire fighters to any part of the building.
- 4.5 Signs on or over public property, public rights-of-way, or road allowances unless permitted by this by-law.
- 4.6 Signs painted on, attached to, or supported by a tree, stone, or other natural object, traffic sign post, traffic sign pole, or wooden utility pole.
- 4.7 Pennants, spinners, banners and streamers.
- 4.8 Public Election Lists, public election signs, candidate signs, & election campaign signs

## **SECTION 5 - SIGNS PERMITTED WITHOUT SIGN PERMITS**

Notwithstanding Sections 3.1 to 3.3 incl. this by-law, the following signs shall be permitted for on road allowances under the jurisdiction of City of Vaughan, in accordance with requirements specified herein and shall be exempted from the requirements of a permit.

- 5.1 Public Information Signs as defined in Section 2 of this by-law.
- 5.2 Real Estate Open House Signs used to advertising an Open House for a dwelling that is presently for sale shall be permitted in accordance with the following:
  - a) Shall be displayed for a maximum 72 hours,
  - b) A maximum of three (3) signs per Open House.
  - c) Shall have a maximum size of 0.60 metres by 0.60 metres and a maximum sign height of 0.60 metres.
  - d) Shall be setback a minimum of 1.0 metres from the street curb and sidewalk or 3.0 metres from the edge of the pavement where there is no curb.
- 5.3 Charitable/Community/Religious Temporary Signs advertising festivals and community events except Ground Signs as set out in Section 6.2, shall be permitted in accordance with the following:

- a) Maximum one (1) sign per event by any one organization.
- b) Maximum time period of thirty (30) days and shall be removed immediately following the event.
- c) Shall be permitted only if written approval is received from the City's Public Works Department.
- d) have a maximum sign area of 4.4 sqm. (48 sq.ft.) with a total sign area not to exceed 8.8 sqm. ( 96 sq.ft.)
- e) use standardized letter sizes consisting of 25.4 cm. (10 in.) or 45.7 cm. (18 in.) high letters and use a single colour single colour for letters, numbers and/or all other symbols and copy on a white or black background
- f) have a maximum sign height of 2.5 metres.
- g) be located a minimum of 3.0 metres from a driveway.
- h) not be located within a daylighting triangle as defined in Section 2.
- i) not be located within a minimum of 22 metres (72 feet) any other sign.
- j) comply with relevant Ontario Hydro, and CSA Standards.
- k) not be located within the Special Sign Districts as shown on Schedules "A", "B" , "C" and "D" to City of Vaughan Sign By-law 203-92 as amended.

## **SECTION 6 SIGNS PERMITTED WITH SIGN PERMITS**

The following signs shall be permitted for on road allowances under the jurisdiction of City of Vaughan, in accordance with requirements specified herein.

- 6.1 Home Builder "A" Frame Signs used to advertise the sale of new homes and used to direct traffic to sale trailers, sales pavilions, and model homes shall be permitted in accordance with the following:
  - a) Shall be located within 1 kilometer of the from the construction/project site in which the new homes are located/to be built and shall be permitted to be displayed on Saturdays and Sundays only.
  - b) A maximum of three (3) signs shall be permitted per builder per project, or a maximum of three (3) signs per 'Permitted' sales trailer or pavilion.
  - c) Shall be setback a minimum of 1.0 metres from the street curb and/or sidewalk or 3.0 metres from the edge of the pavement where there is no curb.
  - d) Shall have a maximum sign area of one (1) square metre per side, maximum height of 1.2 metres, and maximum width of 0.8 metres.
  - e) Notwithstanding the above, where a sign is to be located within 20 metres of an street intersection the maximum sign height shall be reduced to 0.6 metres.
  - f) Shall not permitted on traffic islands
  - g) No permit shall be issued until an agreement satisfactory to the City has been entered into indemnifying the City harmless from any liability related to the erection of the sign. The agreement shall be secured with liability insurance in the amount of five (5) million dollars naming the City as co-insured. Such insurance policies shall be kept current at all times with updated policies sent to the City.
  - l) Shall not be located within the Special Sign Districts as shown on Schedules "A", "B", "C" and "D" to City of Vaughan Sign By-law 203-92 as amended.
  
- 6.2 Ground signs used by Religious/Charitable/Community Organizations in accordance with the following:
  - a) Maximum sign area of 0.60 square metres
  - b) Shall be setback a minimum of 1.5 metres from any sidewalk, street curb, roadway, driveway or any other sign.





# DRAFT BY-LAW

## (Signs for Private Properties)

### BY-LAW NUMBER 2002 -

#### **A By-law to amend City of Vaughan Sign By-Law 203-92, as amended.**

WHEREAS the Municipal Act, R.S.O. 1990, c.M. 45 provides in paragraphs 146 and 147 inclusive of Section 210, that Councils of local municipalities may pass by-laws for prohibiting or regulating signs and other advertising devices and the posting of notices on buildings or vacant lots within the municipality;

AND WHEREAS The Corporation of the City of Vaughan deems it advisable to pass an amendment to the City's Sign By-Law;

NOW THEREFORE the Council of the Corporation of City of Vaughan ENACTS AS FOLLOWS:

#### **4) SECTION 2 – DEFINITIONS**

Adding the following as Section 2.9 a) to By-Law 203-92.

2.9 a) **ELECTRONIC MESSAGE DISPLAY** – means part of a sign which is electronically controlled and which displays information in a pre-arranged sequence, and on which the intensity of illumination is maintained at a constant level.

#### **5) SECTION 4 SIGNS PERMITTED FOR ALL USE CATEGORIES**

Deleting Section 4.1 (h) of By-Law 203-92 in it's entirety and replacing it with the following.

- b) Temporary Signs advertising festivals and community events operated by a religious, community or charitable organization subject to the following:
1. Temporary signs shall comply with Section 8.11 f) Subsections i) to ix) inclusive respecting size, location and standards.
  2. A maximum of one (1) sign per event and shall be located on private property.
  3. Such sign shall be permitted to be displayed for a maximum of thirty (30)days prior to and shall be removed immediately after the event

#### **6) SECTION 5 – PROHIBITED SIGNS**

a) Deleting Section 5.1 of By-Law 203-92 in it's entirety and replacing it with the following.

5.1 signs which incorporate in any manner any flashing or moving illumination which varies in intensity or which varies in colour, and signs which have any visible moving parts, visible mechanical movement of any description, or other apparent movement achieved by electrical pulsations or by actions of normal wind current other than Electronic Message Display

b) Deleting Section 5.6 of By-Law 203-92 in it's entirety and replacing it with the following:

5.6 Signs painted on, attached to, or supported by a tree, stone or other natural object.

7) **SECTION 8 – SIGNS PERMITTED FOR COMMERCIAL AND INDUSTRIAL BUILDINGS**

a) Deleting Subsection 8.1 of By-Law 203-92 in it's entirety and replacing it with the following:

8.1 **GROUND SIGNS**

(a) Except as otherwise permitted in Section 8.7 and 8.8, no ground sign shall be larger than 10.0 sq.m in area on a single sign face, or 20.0 sq.m of sign area for all faces combined.

(b) A Ground Sign may contain an Electronic Message Display as defined in Section 2 provided;

- i) The area of the Electronic Message Display is limited to a maximum of 25% of the sign area.
- ii) The Electronic Message Display is constructed as an integral part of the ground sign.
- iii) The minimum time period between two (2) successive message changes shall not be less than 15 seconds

(c) Every ground sign erected shall display the Municipal Address assigned to the property on which the sign is located.

b) Deleting Subsection 8.11 1) of By-Law 203-92 in it's entirety and replacing it with the following:

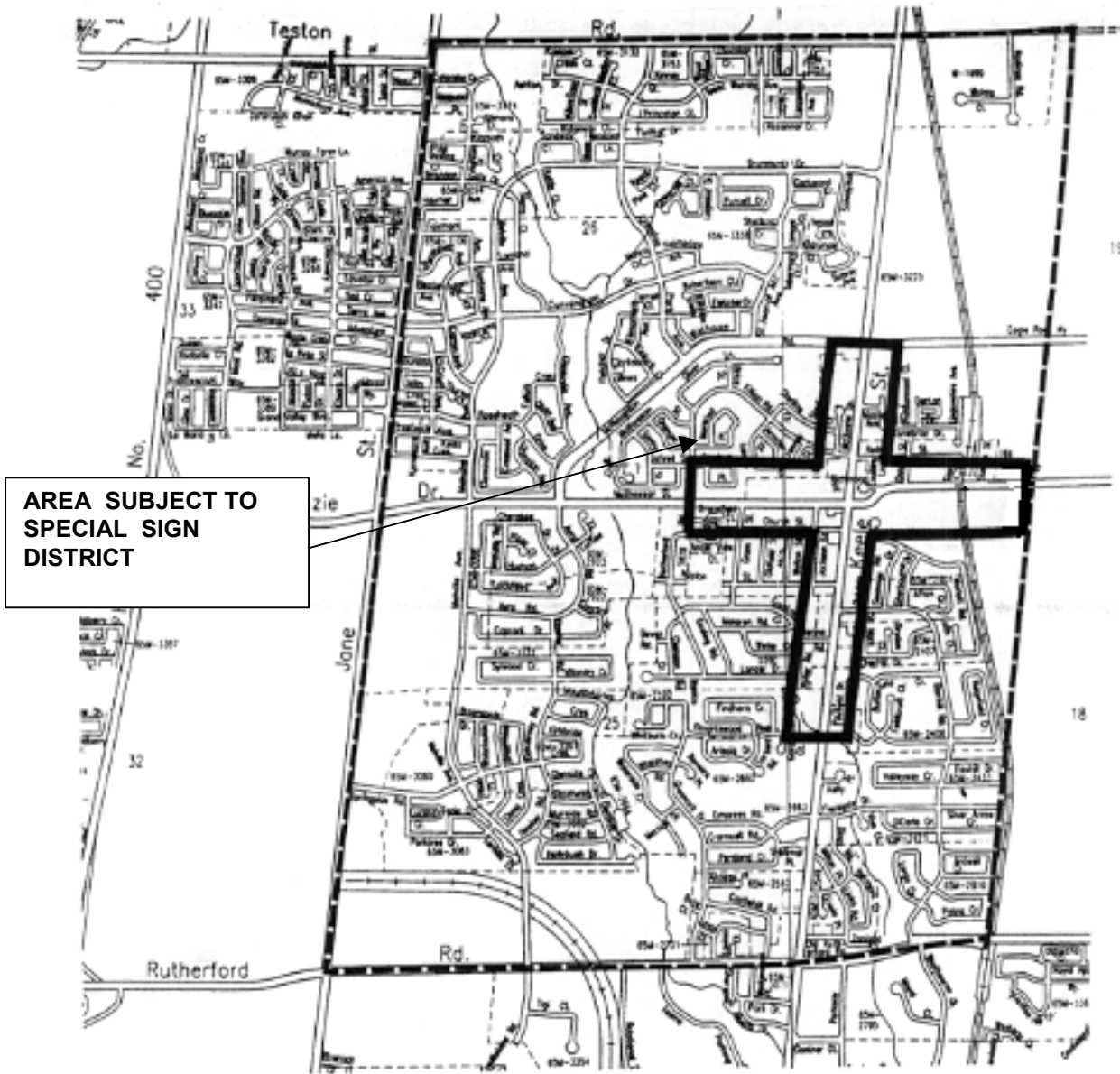
1) **MOBILE SIGNS**

The following provisions shall apply to the use of mobile signs:

- a) a maximum of one (1) mobile sign shall be permitted to be located on a lot at any one time.
- b) mobile sign permits shall be issued in time increments of fifteen (15) days (Aoccasions@).
- c) a commercial or industrial premises shall be entitled to permits for up to a maximum of four (4) occasions per year. Each occasion requires a separate permit. A maximum of two (2) occasions may be taken consecutively. There shall be a minimum of thirth (30) days between the expiry of one permit and the issuance of another on the same lot
- f) Every mobile sign shall:
  - i) have a maximum sign area of 4.4 sqm. (48 sq.ft.) with a total sign area not to exceed 8.8 sqm. ( 96 sq.ft.)
  - ii) use standardized letter sizes consisting of 25.4 cm. (10 in.) or 45.7 cm. (18 in.) high letters and use a single colour for letters, numbers and/or all other symbols and copy on a white or black background.
  - iii) have a maximum sign height of 2.5 metres.
  - iv) be located entirely on private property and not located within 5.0 metres from any other sign
  - v) not be located in a parking space or driveway.
  - vi) be located a minimum of 3.0 metres from a driveway
  - vii) not be located within a daylighting triangle as defined in Section 2.



# Maple Special Sign District



THIS IS SCHEDULE "1"  
TO BY-LAW 2003 -

PASSED TO \_\_\_\_ DAY OF \_\_\_\_\_, 2003

\_\_\_\_\_  
M. DiBiase, Mayor

\_\_\_\_\_  
J.D. Leach, City Clerk

## Attachment # 3

### SPECIALCOUNCIL MEETING ON JUNE 17, 2002

#### SIGN BY-LAW REVIEW

##### Recommendation

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

- a) That Sign By-law 203-92, as amended, be further amended to:
  - i) Tighten the requirements respecting Mobile Signs as outlined in this report;
  - ii) Incorporate former Maple Village core as a Special Sign District;
  - iii) Include Electronic Message Boards as a permitted sign type; and
  - iv) Require Commercial and Industrial Ground Signs to display municipal addresses.
  
- b) That a separate By-law regulating signs on public property be enacted to regulate the following signs (as outlined in this report):
  - i) Home Builders "A" Frame Signs;
  - ii) Real Estate Open House Signs;
  - iii) Charitable/Community/Religious Signs;
  - iv) Special Event Banners

##### Purpose

- i) To provide a framework for amending the Sign By-law.
- ii) To create a new Sign By-law for regulating signs on public property.
- iii) To provide a forum for public input in accordance with the Municipal Act.

##### Background

As a result of a number of deputations, concerns and complaints, particularly with respect to mobile signs, Council directed staff to review certain aspects of the Sign By-law, more specifically the following:

1. Mobile Signs
2. Special Sign District for Maple
3. Electronic Message Boards
4. Inflatable Signs
5. Signs erected on public property including Charitable/Community/Religious Signs
6. Signs located above the roof of Commercial Plazas
7. Inclusion of Municipal Addresses on Commercial and Industrial Signs

Committee of the Whole (Working Session) on February 19, 2002 considered a report by the Commissioner of Planning and the Director of Building Standards and made the following recommendations:

1. That the recommendations contained in the following report of the Commissioner of Planning and the Director of Building Standards dated February 19, 2002 be adopted subject to deleting clause (b) from numeral (i) "Posters" in the recommendation.
2. That staff be directed to send correspondence to the Region of York requesting that Transit Shelter and Bus Bench Signs be approved in consultation with the City of Vaughan.

3. That staff be directed to monitor the revised provisions respecting the Home Builders "A" Frame Signs for a period of six months and provide a report to a future meeting.
4. That the memorandum of the Building Standards Department dated February 15, 2002 be received and that Religious/Charitable/Community Fundraising Signs be defined and included in the By-law without limiting their numbers and locations beyond those general requirements necessary to address safety concerns, and
5. That the following deputations be received:
  - a) Mr. Nevon Velovik, Pop Signs;
  - b) Mr. Ian Duffy, Magnet Signs; and
  - c) Mr. Colin Edmonds, C-Us-Glow & C-Me Mobile Signs.

The above recommendations of the Committee of the Whole (Working Session) were adopted by Council on March 18, 2002.

The report of the Commissioner of Planning and the Director of Building Standards (February 19, 2002) is modified to reflect the Committee's recommendations and is herein presented for public input.

#### 1. Mobile Signs

The Sign By-law (203-92) was amended in 1994 (212-94) to allow mobile signs as a permitted sign type. This was in response to a successful court challenge to the Sign By-law, which prohibited the use of mobile signs. The amended By-law permitted business premises to use mobile signs for a maximum of two (2) - fifteen (15) day occasions per year.

The Sign-By-law was further amended in May 1997 (110-97) to increase the number and duration of mobile signs. The By-law permitted up to three (3) mobile signs per lot. Further, each business premises was allowed to use mobile signs for a maximum of eight (8) - fifteen (15) day occasions per year (120 days per year).

The following is a summary of the number of sign permits issued since 1996.

Year	Permits	Properties
2002 (to May 22, 2002)	839	244
2001	1622	285
2000	1047	235
1999	1,365	242
1998	1,170	224
1997	884	204
1996	50	38

The specific requirements as to the number of mobile signs are as follows:

- One (1) sign per lot + one (1) sign per frontage + one (1) sign for more than 20 business premises on a lot + one (1) sign if frontage greater than 125 metres up to a maximum of three (3) signs per lot.

The specific requirements as to the number of occasions and timing are as follows:

- Maximum number of days per year that a sign is allowed to remain on a Lot is 180 days.
- The maximum number of occasions that a business premises is permitted to have a Mobile Sign per year is eight (8) - fifteen (15) day occasions (120 days).

The By-law does not require a minimum length of time between the issuance of two (2) successive permits for mobile signs. Therefore, it is quite conceivable that some properties can legally have one or more mobile signs for an entire year.

In addition to mobile signs each business premises is entitled to an "A" frame sign for the whole year.

### **OTHER MUNICIPALITIES**

The regulations governing mobile signs differ greatly from municipality to municipality. Some regulate all temporary/portable signs together as one sign type. In general, most municipalities have reduced the overall amount of temporary/mobile signage since the last survey. Oakville, Brampton and Vaughan permit the greatest amount of signage, with Whitby, Stoney Creek and Pickering, by far, the least. The attached, Table A, summarizes the By-law requirements for mobile signs for 14 GTA municipalities. Among the items summarized are fees, number of signs, locations, duration and restrictions. In reviewing the requirements of other municipalities there doesn't appear to be any general philosophy in regulating mobile signs other than an attempt to require their complete removal from the site before allowing them to reappear. Most municipalities now require a minimum period between two (2) successive installation of mobile signs, e.g. 30 days on, 30 days off. Oshawa and Vaughan appear to be the only two municipalities, which do not require a mandatory off period between successive installations.

### **Comments and Recommendations**

In comparison with other municipalities, Vaughan's Sign By-law appears to be both flexible and liberal. Most industrial and commercial lots are permitted to have more than one (1) sign. Each business is allowed up to 120 days exposure per year (eight (8) - fifteen (15) day periods), with a maximum consecutive exposure of 60 days (four (4) - fifteen (15) day occasions). Each mobile sign is permitted to remain on a lot for a maximum of 180 days. Consequently, where properties are permitted to have two (2) signs or more, at least one (1) sign can remain on the property for the entire year without interruption. This gives the impression that mobile signs are as permanent a fixture of some properties as fixed signs. Staff are of the opinion that Mobile Signs are temporary special occasion signs. If certain properties are to be free of mobile signs some time during the year there should be a reduction in the number of signs as well as mandatory off periods between successive installations.

Staff are, therefore, recommending that the Sign By-law be amended to allow for a maximum of one (1) sign per lot for periods of 30 day duration. Further, that each 30 day period be separated from the following by a minimum off period of 30 days, i.e. 30 days on and 30 days off. In addition, the number of occasions permitted for each business premises be reduced from eight (8) - fifteen (15) day periods to four (4) - fifteen (15) day periods per year.

## **2. Maple Special Sign District**

Presently, the Sign By-law designates three areas in the City of Vaughan namely, Thornhill, Kleinburg and Woodbridge as Special Sign Districts. The requirements for installation of signs in Special Sign Districts are generally more restrictive than other areas in the City and have regard for building architecture and heritage. Vaughan's ratepayer associations have recommended, on a number of occasions, that the Sign By-



law be amended to designate parts of Maple as a Special Sign District. The boundaries specified for such a district should have regard for architecture and heritage particularly, in the Old Village of Maple.

Maple Streetscape Committee recommended the introduction of a Special Sign District bounded by: Rutherford Road to the South, Teston Road to the North, Jane Street to the West and Hill Street to the East. (See Appendix '1')

This covers a rectangle of approximately two and one-half (2 ½) Concessions.

Staff observe that this is an extremely large area encompassing a lot of new commercial developments. The present Special Sign Districts of Woodbridge, Kleinburg, and Thornhill are basically limited to heritage areas of former villages. Certain sign types such as poster panels and mobile signs are not permitted in Special Sign Districts. Further, the Sign By-law limits the size of permitted signs in these districts.

Staff are, therefore, of the opinion that the area recommended by the Streetscape Committee should be reduced to reflect the former Village of Maple commercial core. It is staff recommendation that the Sign By-law be amended to create a Special Sign District for Maple and the area of the district be limited to the Old Village of Maple commercial core as depicted in Appendix '1'.

### 3. Electronic Message Boards

The Sign By-law presently prohibits all signs that incorporate any flashing or moving parts or signs that vary in intensity or in colour except for those that indicate time and/or temperature. This requirement was incorporated in the Sign By-law to address traffic safety and visual impact concerns.

The result of a survey of other municipalities' treatment of Electronic Message Boards appear in Table 'B'. Some municipalities do not permit their use. Many of those that do, place restrictions on their size. Electronic Message Boards can have a very strong visual impact, causing distraction for both pedestrians and drivers. This may be attributed to the intensity of lighting as well as rapidly changing content.

Notwithstanding these concerns it is staff recommendation that the Sign By-law be amended to permit Electronic Message Boards under the following conditions:

- i) Electronic Message Boards be incorporated as an integral part of ground signs.
- ii) Area of Electronic Message Boards be limited to 25% of the total permitted area of the ground signs.
- iii) Minimum time period between two (2) successive message changes be limited to 15 seconds.

### 4. Inflatable Signs

The Sign By-law currently prohibits all temporary signs except for mobile and "A" frame signs. This includes the use of inflatable signs.

These signs are usually very large and are designed to create a significant visual impact. They are often at odds with industrial/commercial streetscaping achieved through the planning process. Further, staff have major concerns with the safety of these signs, i.e. anchorage, impact due to wind loads, etc.

A survey of other municipalities in the GTA indicates that only three (3) municipalities namely, Brampton, Pickering and Oshawa permit this type of sign without severe height and size restrictions. Excluding Vaughan five (5) municipalities continue to prohibit this type of sign (see Table 'B').

Staff are of the opinion that the City should continue to prohibit the use of inflatable signs.

## 5. Signs on Public Property

In the early 90's, The Supreme Court of Canada, in a landmark decision struck down that portion of the City of Peterborough's Sign By-law, which prohibited posters on public property thus opening the door to advertising on public property. The City of Vaughan presently has no specific by-law governing signage on public property other than not allowing signs on wood utility poles. The Sign By-law 203-92, as amended, prohibits all signs on/over public property except for those erected under the jurisdiction of a government agency. The City, however, has allowed certain signs on road allowances, e.g. transit shelter, bench and infobars through agreements.

Most municipalities have now completed amending their sign by-laws or enacted new by-laws governing and regulating signs on public property. For those that have not, many are in the process of creating new by-laws. This Report reviews the following types of signs on public property:

- i) Home Builders "A" Frame Signs
- ii) Real Estate Open House Signs
- iii) Charitable/Community/Religious Signs
- iv) Special Event Banners
- v) Transit Shelter and Bench Signs

### i) Home Builders "A" Frame Signs

These signs are usually erected by the builders of new homes on Regional roads to advertise and/or direct traffic to their sales offices. They are usually erected on weekends and removed prior to the start of the work week. Any signs located on City streets that remain after the weekend are removed by the City. The City of Vaughan does not currently permit or regulate Builders "A" frames on public property.

A survey of other municipalities indicates that builders "A" frame Signs are generally permitted subject to limitations on size, height, location and timing. Typically, they are no more than 1.2m high by 0.8m wide (an area of approximately 1 sqm.) If they are allowed near intersections the height of the sign is reduced (0.6m) to allow drivers to have an unobstructed view of the traffic. Alternatively, they are required to be placed approximately 20 metres from an intersection. Other requirements involve setback from the curbs (1m) or, where no curbs exist 3m from the traveled portion of the road. They are not permitted on traffic islands and are allowed to be displayed only on Saturdays and Sundays. Non-conforming signs are removed by the municipality without notice.

It is staff recommendation that Builder's "A" Frame Signs be regulated by a separate by-law governing signs on public property subject to the following conditions:

Maximum distance from construction/project site - 1 kilometer.

- II. Maximum number of signs: 3 per builder per project or per 'Permitted' sales trailer or pavilion.
- III. Minimum setback of 1m from the curb or, where no curb or sidewalk exist 3m from the traveled portion of the roadway.
- IV. Maximum area - 1 sqm.
- V. Maximum height - 1.2m.
- VI. Maximum width - 0.8m.
- VII. Maximum height - 0.6m if within 20 metres of an intersection (curb or the traveled portion of the road)

- VIII. Not permitted on traffic islands
- IX. Permitted on Saturdays and Sundays only
- X. Non-conforming signs removed by the municipality without notice
- XI. Indemnity agreement with the City
- XII. Liability insurance in the amount of five (5) million dollars naming the City as co-insured.
- XIII. Permits issuable on a semi-annual basis
- XIV. Fee of \$100 per "A" frame for six (6) months

The Committee of the Whole (Working Session) on February 19, 2002 directed staff to monitor the revised provisions respecting the Home Builders' "A" Frame Signs for a period of six months and provide a report to a future meeting. The monitoring of the Builders' "A" Frame Signs will commence with enactment of the new Sign By-law regulating signs on public property.

ii) Real Estate/Open House Signs

The City of Vaughan does not currently permit or regulate the use of real estate/open house signs. They are placed by realtors within the City at various locations. They do not, as a whole, create a visual blight, as the numbers are not usually concentrated in a specific area.

Other municipalities surveyed allow their use subject to size, height, location and time limitations. The permitted signs are usually small (0.6m x 0.6m) with a setback of 1 metre from the curb. They are permitted to remain on public property for a maximum period of 72 hours.

It is staff recommendation that real estate/open house signs be regulated under a separate by-law governing signs on public property. It is further recommended that they be subject to the same requirements as builders "A" frame signs except that the maximum size be reduced to 0.6m x 0.6m, no limitation be imposed on the number of signs and days of display and duration be limited to a maximum period of 72 hours.

iii) Charitable/Community/Religious Signs (located on public property)

City Council at its November 26, 2001 meeting directed;

"That a moratorium be placed on the enforcement of the provisions of Section 4(h) of By-Law 203-92 pending the consideration of the comprehensive Sign By-law review directed by Council."

In preparation for this report staff reviewed a number of Sign By-laws across the G.T.A. There are extensive variations in the way municipalities regulate the erection of signs for religious, charitable, and community organizations within the public road allowances.

There appears to be no common approach other than public safety. Even within the present City of Toronto, the former cities vary in their approach. (See attached Table "C"). Some municipalities surveyed are quite restrictive and some go even as far as to require Council, and/or Sign Variance Committee approvals, Special Agreements or Sign By-law amendments. The overall theme or emphasis appears to be on public safety as these signs are erected within public road allowances and they could adversely impede traffic/pedestrian safety.

The City of Vaughan Sign By-Law (Section 4(h) - Temporary Signs for Religious/Charitable, Community events) presently requires no permits or fees for this type of sign subject to the following:

- Maximum of three (3) signs per event.
- Maximum of one (1) sign per lot (private property).
- Maximum size 3.7 sqm (standard mobile sign).
- Maximum time period of fourteen (14) days prior to the event subject to being removed immediately following the event.
- Permitted on public road allowances provided written approval is received from the appropriate road authority (e.g. MTO, Region or City).

As evidenced by the above requirements, Vaughan's Sign By-Law is quite liberal in its treatment of religious, charitable, and community temporary signs. It is conceivable that an organization having successive events, could have three (3) temporary signs, one (1) on private property and two (2) on public property for an entire year.

It is Staff recommendation that the existing provisions of the Sign By-law for religious, charitable, and community temporary signs be amended as follows:

a) By-law provisions respecting temporary mobile signs be revised as outlined below and that portion of the by-law which deals with temporary (mobile signs) on public property be transferred to a new by-law regulating signs on public property. The proposed revision provides as follows:

- Maximum of two (2) signs per event by any one organization.
- Maximum of one (1) sign on private property (one per lot).
- Maximum of one (1) sign on public road allowance.
- Maximum size 3.7 sqm. (standard mobile sign).
- Maximum time period of thirty (30) days and to be removed immediately following the event.
- Permitted on public road allowances provided written approval is received from the appropriate road authority (e.g. MTO, Region or City).

This means that the maximum number of temporary signs per event is reduced from one (1) on private and two (2) on public property to one (1) on private and one (1) on public property. However, the duration is increased from fourteen (14) days to thirty (30) days and the provisions governing the one (1) temporary sign on public property is transferred to a new by-law regulating signs on public property. As is presently the case, no fees are proposed for this type of sign.

b) A new smaller sign type with no restrictions on numbers and locations beyond what is necessary for safety be permitted under a new by-law regulating signs on public property as outlined below:

- Maximum size 0.6sqm.
- Minimum setback of 1.5m from any sidewalk, roadway or driveway.
- Located so as not to interfere with safety of pedestrian or vehicular traffic.
- Placed with written approval of the road authority having jurisdiction.
- Approved under an indemnity agreement to save the City (authority having jurisdiction) harmless from any liability related to the erection of these signs.

It is proposed that no fee be charged for this type of sign.

iv) Special Event Banners

These are banner signs erected over public property to advertise charitable or community events. They are traditionally fastened to public utility poles located within the public road allowance and extend over the road.

Due to safety concerns most municipalities surveyed prohibit this type of sign. These signs are usually flimsy, have very high surface to weight ratio, are subject to high wind pressures and can easily be detached from their support and/or get entangled with hydro and utility lines.

The Sign By-law presently prohibits this type of sign and it is staff recommendation that these signs continue to be prohibited on public property.

v) Transit Shelter and Bus Bench Signs

Transit shelter and bus bench signs used to be regulated through agreements with the City. The administration of these agreements is now a Regional responsibility, as Transit is now a Regional service.

The Committee of the Whole (Working Session) on February 19, 2002 recommended that staff be directed to send correspondence to the Region of York requesting that Transit Shelter and Bus Bench Signs be approved in consultation with the City of Vaughan.

A letter to this effect has been forwarded to the Region.

6. Signs Located Above the Roof of Commercial Plazas

Section 5.8 of the City's Sign By-law presently prohibits all roof signs and all other signs, which are erected partially above the roof. These may include wall/fascia signs and canopy signs, where a portion of the sign maybe above the roof surface.

In recent years malls and plazas have developed certain architectural features for their entrances which enlarge and enhance the elevations. These fascia assemblies are usually quite large and extend above the roof.

In many instances, at the time of Site Plan Approval, the owners and architects treat these elements as architectural features and not as a framework for attaching signs. At the time of occupancy, however, the tenants often attempt to attach signs to these features taking advantage of the existing frame works. Often these signs do not comply with the requirements of the Sign By-law and therefore, relief has to be obtained through Sign Variance Committee and Council. It must be noted, that it is possible to include signs of any size, which in the opinion of Architects and City are compatible with the development at the time of Site Plan Application. Signs approved by the City Site Plan process do not have to comply with the requirements of the Sign By-law.

For signs not complying with the Sign By-law relief maybe obtained in two (2) ways:

- a) through Site Variance Committee/Council; and
- b) through an amendment to the Site Plan (for those projects which have undergone Site Plan Approval).

Under both scenarios the proposed signs will be subject to some scrutiny by the City staff to ensure uniformity and compatibility with building design. One of the main reasons for creation of the Sign Variance Committee was to allow installation of signs which fell outside the requirements of the Sign By-law, but could still be justified based on merit.

Staff do not recommend amending the Sign By-law to permit signs above the roof surface

as of right. In many instances this would have the effect of compromising the building architecture and destroying the roof line. This does not however, mean that no signs may be permitted above the roof. The Sign Variance Committee provides a vehicle for review of variations from the Sign By-law. Any sign, which is compatible with building design and streetscape may be approved by applying to the Sign Variance Committee and obtaining Council's approval providing it can be demonstrated that the intent and purpose of the Sign By-law is being maintained.

7. Municipal Addresses for Industrial and Commercial Ground Signs.

This item arose over the concerns with the ability of Public and Emergency vehicles to find industrial and commercial establishments. There is, presently, no requirements, in the Sign By-law for ground signs to include municipal addresses.

The Municipal Act provides the Council with the authority to pass a By-law for numbering of buildings and lots along public highways.

Staff therefore recommend that the Sign By-law be amended to require the ground signs for industrial and commercial properties to display their assigned municipal addresses.

**Conclusion**

The frameworks for amending the existing Sign By-law on private property and for enacting a new by-law for regulating signs on public property is presented in this Report for Council's consideration and for public input. It is staff recommendation that those provisions of the existing Sign By-law which relates to signs on public property be transferred to a new by-law regulating signs on public property.

Further, that the new by-law include other provisions as outlined in this report for new sign types on public property.

**Attachments**

1. Appendix '1'
2. Tables "A", "B", "C"

**Report prepared by:**

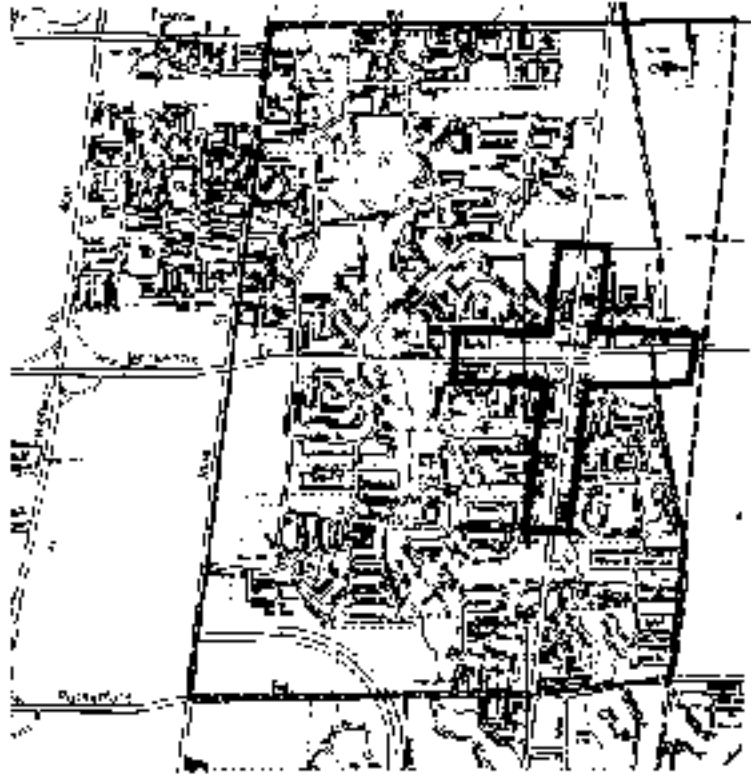
John Studdy, Manager of Customer & Administrative Services  
M. M. Navabi, P.Eng., Director of Building Standards

Respectfully submitted,

Michael DeAngelis,  
Commissioner of Planning

M. M. Navabi, P.Eng.  
Director of Building Standards

**PROPOSED MAPLE SIGN DISTRICT**



————— Area Proposed by Building Standards Dept.

----- Area Proposed by Maple Hill Historic Committee

June 14, 2000





TABLE F-1A

Mobile Sign Regulations for GTA Area Municipalities					Revised May 24, 2011 Revised January 15, 2009	
Name of Municipality	Plan	Number	Provisions	Comments	Transition/Notes	
City of Aurora	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Brampton	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Brantford	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Burlington	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Cambridge	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Guelph	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Hamilton	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Kitchener	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of London	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Mississauga	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Oakville	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Orangeville	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Oshawa	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Peterborough	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Richmond Hill	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of St. Catharines	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Stratford	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Sudbury	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Thornhill	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Vaughan	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Windsor	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000
City of Woodstock	2005 Zoning	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000	1000-1000-1000

TABLE A

Mobile Sign Request for CTA Area Municipalities					
Name of Municipality	Form	Number	Number	Notes	Provisions
City of Chicago	City of Chicago Form 100-1000	100-1000	100-1000	100-1000	100-1000
City of Cook County	City of Cook County Form 100-1000	100-1000	100-1000	100-1000	100-1000
City of DuPage County	City of DuPage County Form 100-1000	100-1000	100-1000	100-1000	100-1000
City of Kane County	City of Kane County Form 100-1000	100-1000	100-1000	100-1000	100-1000
City of Lake County	City of Lake County Form 100-1000	100-1000	100-1000	100-1000	100-1000
City of Madison County	City of Madison County Form 100-1000	100-1000	100-1000	100-1000	100-1000
City of McHenry County	City of McHenry County Form 100-1000	100-1000	100-1000	100-1000	100-1000
City of Will County	City of Will County Form 100-1000	100-1000	100-1000	100-1000	100-1000

Revised May 30, 2001  
 Last Amended 11/2001









Sign Regulations for Public Buildings, Weapons of War Manufactures

Revised Mar. 24, 1901  
Revised Feb. 11, 1903

Name of Manufacturer	Symbol Number	Symbol in Use	Original Type	Present Type
W. L. Rorer W. L. Rorer & Co. W. L. Rorer & Co.	1	1	W. L. Rorer & Co. W. L. Rorer & Co. W. L. Rorer & Co.	W. L. Rorer & Co. W. L. Rorer & Co. W. L. Rorer & Co.
W. L. Rorer W. L. Rorer & Co.	2	2	W. L. Rorer & Co. W. L. Rorer & Co.	W. L. Rorer & Co. W. L. Rorer & Co.

1. The present type of symbol is more conspicuous than the original type, and is more easily read. It is also more uniform in appearance, and is more easily read.

2. The present type of symbol is more conspicuous than the original type, and is more easily read. It is also more uniform in appearance, and is more easily read.