

**SIGN ENFORCEMENT**

(Referred from the Council meeting of December 12, 2005)

Council, at its meeting of December 12, 2005, adopted the following:

That this matter be referred to a future Committee of the Whole (Working Session) meeting.

Report of the Commissioner of Legal and Administrative Services dated November 29, 2005.

**Recommendation**

The Commissioner of Legal and Administrative Services, in conjunction with the Senior Manager of Enforcement Services, recommends:

That Council provide direction respecting the following:

- i) restricting election signs to designated locations
- ii) requiring a deposit from candidates as a measure of enforcement to reduce illegally placed election signs
- iii) a reduction in the size of election signs

**Economic Impact**

Should Council opt to require a deposit in respect of election signs from candidates as a measure to increase enforcement, some revenue would be realized.

**Purpose**

This report is to provide information on sign enforcement and potential amendments to the "Sign" By-law.

**Background - Analysis and Options**

Council, at its meeting of May 9<sup>th</sup>, 2005 (Item 4, Report 28) requested Enforcement Services staff research the feasibility of having designated locations for election signs to be displayed on Public Property and what size limitations might be recommended.

Inquiries with a number of municipalities were made over the summer of 2004. With the exception of Toronto and Markham, the area by-laws are very similar to those of Vaughan. Both Markham and Toronto require a \$200.00 deposit for posting signs on public property and hold back funds for each sign seized. This is predominately for election signs as the posting of signs on city property is illegal except by permit.

During Ward 5 by-election in November 2004, Enforcement Services confiscated 532 election signs, which were placed contrary to the By-law. If candidates were charged twenty dollars (\$20.00) per sign, it would have resulted in more than \$10,000.00 being collected from offenders.

It was also noted during the last municipal election that numerous complaints were lodged from the public regarding the size of election signs. We also received complaints from candidates regarding the posting of numerous candidate signs on the same supporting structure.

Presently, the City of Vaughan has more than 40 locations on Private property (see Attachment 1) that allows for the display of third party signage by permit (\$50.00) if a commercial enterprise,

or written authorization (free) if a charity or religious organization. These areas include open spaces, storm management areas, woodlots, and Ontario Hydro corridors, and are enforced under By-law 178-2003, administered by the Commissioner of Engineering and Public Works and enforced by Enforcement Services.

In an effort to control the proliferation of election signs, consideration might be given to allow designated areas for the display of election signs. In light of complaints that election signs are too large, Council may wish to reduce the maximum size allowed under the sign by-law which is 5 square meters, to 2 square meters.

In addition, should Council wish to increase enforcement on illegally placed signs, a deposit could be required from each candidate with an amount forfeited for each illegal sign seized by enforcement staff.

### **Relationship to Vaughan Vision 2007**

This report is consistent with the Vaughan Vision through promoting service excellence, community safety, and developing collaborative solutions. Staff resources have been allocated and approved.

### **Conclusion**

Over time many complaints from the public have been received respecting the proliferation and size of election signs and illegally placed election signs. Council has requested a report addressing this matter. Recognizing that Council will ultimately decide the appropriate level of election signage and enforcement, staff are presenting options for consideration.

### **Attachments**

1. Information Sheet: Election Signage Criteria For 2006 Elections

### **Report prepared by:**

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ATTACHMENT 1

**Election Signage Criteria For 2006 Elections**

This information sets out details of where you can erect election signs, the maximum size of signs and how long they can remain up. If a contractor or someone other than yourself will be erecting signs on your behalf, please make sure that they read and understand this information.

**Where can I put my signs?**

Council has identified public land across the City for election signs as listed below. You cannot put signs on any other public land or property.

**APPROVED LOCATIONS FOR ELECTION SIGNS**

STREET	INTERSECTION	DETAILS	Ward
Ansley Grove Rd- east side	Blue Willow Dr	Open Space	Three
Bathurst St.-east side	Hwy 407	South of 407; in hydro corridor	Five
Bathurst St.-west side	Hwy 407	South of 407; in hydro corridor	Four
Bathurst St.-west side	Hwy 7	n/w corner in sugar bush	Four
Centre St.-North side	Atkinson Ave	Open Space	Five
Centre St.-south side	Atkinson Ave	Open Space	Five
Centre St.-south side	Hwy 407	s/e corner in Hydro corridor	Four
Clark Ave.-north side	Havenbrook Court	N/S across from Vaughan Secondary School in open space area between plaza & start of residential area	Four
Clark Ave.-north side	Promenade woodlot	Beside Bathurst/Clark Library	Four
Clark Ave.-north side	York Hill	Bevshire Parkette	Five
Chancellor Dr-north side	East of Bordeaux Dr	Open Space	Three
Chancellor Dr-south side	West of Cloverleaf St	Open Space	Three
Dufferin St.-east side	Langstaff Rd	Woodlot	Four
Dufferin St.-east side	Glen Shields Ave	Open Space north of C.N. Rail	Four
Dufferin St.-east side	Rutherford Rd.	n/e corner north of house in drainage area	One
Dufferin St.-east side	Major Mackenzie	s/e area away from corner	One
Dufferin St.-east side	Major Mackenzie	n/e corner	One
Hwy 27-east side	Martin Grove Rd.	south of Rainbow Creek	Two