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MOBILE SIGN BY-LAW AMENDMENTS AND ENFORCEMENT

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Legal & Administrative Services and City Solicitor and the Director of Enforcement Services, dated April 6, 2009, be approved;
- 2) That staff review and take into consideration Members of Council's comments and the comments and additional information provided by the deputants, and bring forward a report to a future Committee of the Whole meeting; and
- 3) That the following deputations and written submissions, be received:
 - a) Ms. Santina Mariani, Zero 20 Bambini, 7700 Pine Valley Drive, Woodbridge, L4L 2X4 and written submission dated April 6, 2009;
 - b) Mr. Brian Ridgway, StopLook.ca, 12450 Keele Street, P.O. Box 1034, King City, L7B 1B1 and submission entitled, "Proposal for a fair and equitable mobile sign by-law"; and
 - c) Mr. Ian Duffy, Magnet Signs, 1404 Wallace Road, Oakville, L6L 2Y2.

Recommendation

The Commissioner of Legal & Administrative Services and City Solicitor and the Director of Enforcement Services, in consultation with the Manager of Customer and Administrative Services and the Manager of Licensing, Special Events and Risk Management recommend:

1. That the Clerk be directed to provide appropriate Public Notice of the proposed By-law amendments, including subsequent amendments to the Fee By-law as required and;
2. That the Sign By-law 203-92 as amended, by:
 - i) allowing a second mobile sign on a lot where there are two lot frontages, provided that no sign faces a residential property;
 - ii) modifying the permit time from 15 and 30 days to 21 days for all permits, while maintaining the current \$100 permit fee, and adjusting the moratorium to 21 days on and 21 days off;
 - iii) increasing control over not for profit signs;
 - iv) requiring sign companies to obtain written authorization from the advertising business owner;
 - v) holding the business owner equally responsible for illegal signs

The meeting adjourned at 1:10 p.m.

Respectfully submitted,

Regional Councillor Joyce Frustaglio, Chair