

COMMITTEE OF THE WHOLE APRIL 7, 2008

DEPUTATION – MR. FRANK GRECO WITH RESPECT TO THE SIGN BY-LAW AS IT RELATES TO KLEINBURG

Recommendation

The Commissioner of Planning and the Director of Building Standards recommend that the request for mobile signs be denied and the concept of permanent signage at the appropriate locations for the Village of Kleinburg be explored in a report from the Planning Department to a future Committee of the Whole Working Session.

Economic Impact

None.

Communications Plan

The deputant will be advised of Council's decision.

Purpose

To respond to a request from Council for a staff report respecting the deputant's proposal to place mobile signs within the City's road allowances.

Background – Analysis and Options

Committee of the Whole at its March 3, 2008 meeting approved the following recommendation:

- 1) That the deputation of Mr. Frank Greco, Kleinburg BIA Treasure, 10504 Islington Avenue, Box 772 Kleinburg, L0J 1E0, and written submission dated March 1, 2008 be received and referred to staff for a report to the Council meeting of March 31, 2008, providing options on advertisement signs in Kleinburg.
- 2) That the written submission of Ms. Maria Montinaro, Owner of Dolcini by Joseph Inc. dated March 3, 2008, be received.

The above Committee of the Whole item was adopted, as amended, by the Council of the City of Vaughan on March 31, 2008 as follows:

By approving that a report be provided to the Committee of the Whole meeting of April 7, 2008, in accordance with the memorandum from the Manager of Customer and Administrative Services dated March 28, 2008.

Mr. Frank Greco, a member of the Kleinburg Business Improvement Association Executive, appeared at the Committee of the Whole Meeting of March 3, 2008 and requested that Committee consider amending the City's Sign By-law to permit the Kleinburg businesses to use mobile signs advertising their businesses at the north-east corner of Islington and Major Mackenzie Drive and the south-east corner of Highway No. 27 and Nashville Road.

Attached as Appendix 1 is a copy of the deputant's proposal that was received and distributed at the Committee of the Whole meeting of March 3, 2008.

Staff have reviewed the matter and do not support the use of mobile signs for commercial premises within the City's road allowances. In Staff's opinion, the use of mobile signs within the road allowance would be unsightly and add to the visual clutter within the City's right of ways. On June 23, 2003, Council enacted the Public Property Sign By-Law that prohibits commercial mobile signs on road allowances. Staff support the position that commercial mobile signs should be restricted to commercial premises located on private property and outside Vaughan's Heritage Areas.

In reviewing the matter, Staff suggest that the concept of a permanent sign that advertises the Village of Kleinburg be explored. This sign could be designed and constructed to reflect the architecture and cultural heritage of the Kleinburg area. The sign may also be designed to accommodate a small readograph portion with changeable letters that may be used for community events and by the businesses within Kleinburg. Such an approach would be more appropriate rather than permitting mobile signs.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

None.

Conclusion

Staff recommend that the use of commercial mobile signs not be permitted within the City's road allowances.

If Council finds merit in permitting a permanent signage for the Village of Kleinburg, the Planning Department should be directed to prepare a report for a future meeting of the Committee of the Whole Working Session outlining design options for consideration respecting the permanent signage which could possibly function as a gateway features.

Attachments

Appendix 1 - A copy of the deputant's proposal.

Report prepared by:

John Studdy, Manager of Customer and Administrative Services Ext. 8232

Respectfully submitted,

John Zipay
Commissioner of Planning

Leo Grellette
Director of Building Standards

Committee of the Whole

March 3, 2008

Deputant: Frank Greco, Member of BIA Executive
10504 Islington Ave., Box 772
Kleinburg, ON L0J 1C0

Request: **To request a staff report to consider amending the Sign By-law to permit Kleinburg BIA businesses to place a mobile sign at the n/e corner of Islington Ave & Major Mac and s/e corner of Hwy 27 and Nashville Rd. under the following restrictions:**

1. Amendment to Sign By-law shall apply for a “pilot project period” of one (1) year and shall be reviewed by Council at the end of one year with consideration for its impact/assistance on businesses, any concerns, possible changes and further restrictions;
2. Only one (1) mobile sign permit shall be issued for these locations at any one time and for a maximum period of 15 days during any month and not more than once for the same business over any 3 consecutive months;
3. Businesses that have not applied previously during the pilot period would get a preference for any available period and the BIA would receive a preference over any business as long as the application is made by the 15th of the previous month;
4. Businesses would be required to pay a nominal fee as set out by the City for a mobile sign permit per period to review, approve and distribute the permit to the business owner;
5. Businesses would be required to use one of the “registered” mobile companies licensed with the City of Vaughan to install a sign at this location;
6. Any other restrictions by Committee of the Whole or City Staff.

I thank you and staff for your assistance in this request. This item is on the agenda at the next BIA General Meeting and a formal motion to approve the above is expected from the Kleinburg BIA.

Yours truly,

Frank Greco
Kleinburg BIA Treasurer