

## **COMMITTEE OF THE WHOLE – APRIL 7, 2008**

### **AMENDMENT TO THE SIGN BY-LAW**

#### **Recommendation**

Councillor Tony Carella recommends appropriate staff be directed to investigate how those portions of the sign by-law governing mobile signage could be amended, in order to prohibit the parking of large trucks for extended periods of time in commercial plazas adjacent to roadways, for the temporary display of non-permanent signage.

#### **Economic Impact**

Nil

#### **Communication Plan**

The local councillor will inform those residents who have raised this issue about action being undertaken by the City, once approved by Council.

#### **Purpose**

To address the attempt by some advertisers to operate mobile signage without regulation.

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

Recently, a host of complaints have been received regarding the frequent presence of a large truck in the parking lot on the south side of the Vaughanwood Mall (which fronts onto the north side of Regional Road 7 at Wigwoss Drive), in full view of pedestrian and vehicular traffic moving in all directions. Notwithstanding the inappropriateness of the location for signage of this type, the attempt to create a category of oversized, ultra-mobile signs that can be easily be transferred to other locations and thus that cannot be regulated by the current sign by-law makes amendments to that by-law advisable.

#### **Regional Implications**

None

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

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

#### **Conclusion**

The City's regulation of this type of signage needs to be enhanced, to keep pace with the appearance of a type of mobile sign not covered in the present sign by-law.

#### **Attachments**

None

**Report prepared by:**

Councillor Tony Carella

Respectfully submitted,

Tony Carella  
Councillor – Ward 2