

## COUNCIL MEETING – JUNE 25, 2007

### **SIGN PERMIT FEES SIGN BY-LAW NO. 203-92 AND PUBLIC PROPERTY SIGN BY-LAW NO. 396-2002**

#### **Recommendation**

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

- 1) That Council enact a by-law to amend the City's Fees and Charges By-law No. 396-2002, as amended, Sign By-law No. 203-92, as amended, and Public Property Sign By-law No. 178-2003, as amended, to increase the sign permit fees as set out in Appendix 2 of this report and to transfer the sign permit fees currently in the Sign By-law and the Public Property Sign By-law to the Fees and Charges By-law No. 396-2002, as amended, as Schedules "F" and "L" respectively.

#### **Economic Impact**

It is anticipated that the proposed increases to the sign permit and renewal fees will generate an estimated \$34,000 in additional annual revenue.

#### **Communications Plan**

Notice of this June 25, 2007 meeting has been given in accordance subsections 4(2) and 4(4) of the City's Notice By-law No. 394-2002.

#### **Purpose**

To provide a report to Council respecting proposed increases in sign permit fees and renewal fees for signs on private property and the transfer of the fees from City's private and public property Sign By-laws to the appropriate Schedules under the Fees and Charges By-Law No. 396-2002.

#### **Background – Analysis and Options**

As part of the 2007 Operating Budget process the Building Standards Department made recommendations respecting the increase of sign permit fees for signs located on private property regulated by By-law 203-92, as amended. The recommendations were made to more accurately reflect the City's costs in administering the City's private property Sign By-law. The increases represent an approximate 150% increase for permanent fixed signs and a 33% ± increase for temporary portable signs such as mobile signs.

Prior to enacting a by-law to amend the City's fees or charges by-law and/or City sign by-law, the City is required to give notice to the public in accordance with the City's Notice By-law No. 394-2002. This is to give the public an opportunity to make submissions on the proposed increases to sign permit fees. Notice of this public meeting has been given in accordance with the requirements of the Notice By-law.

Attached as **Appendix 1** is a comparison of fees and charges in other area municipalities, along with the proposed increases to the City of Vaughan's sign permit fees. The proposed fee increases are in keeping with the fees charged for similar permits in other area municipalities and more accurately reflect the costs of administering the by-law as determined by the City's ABC activity costing model developed by the Finance Department. Staff will monitor the effects of the proposed fee increases and will make recommendations for further changes to the fees in the future, as and when required.

Staff are also recommending that the sign permit fees be removed from the City's private property Sign By-law No. 203-92 and Public Property Sign By-law No. 178-2003 and be added to the appropriate Departmental Schedules in the City's consolidated Fees and Charges By-law No. 396-2002, as amended. This will provide the opportunity for the sign permit fees to be reviewed with other Department's fees and charges, on an annual basis as part of the City's annual Operating Budget process. Appendix 2 attached to this report are the proposed fees to be inserted into the relevant Schedules of the fees and charges by-law.

#### **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.

#### **Regional Implications**

None.

#### **Conclusion**

The Building Standards Department supports the increases in sign permit fees for private property by-law set out in Appendix 2 to this report and recommends that the necessary by-law be enacted by Council to reflect the proposed changes and the transferring of sign permit fees from both the private and public property by-laws to the Fees and Charges By-law No. 396-2002, as amended.

#### **Attachments**

- Appendix 1 – Survey of Sign By-law Fees in Other Municipalities
- Appendix 2 – Proposed Schedules to the Fees and Charges By-law.

#### **Report prepared by:**

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Respectfully submitted,

John Zipay  
Commissioner of Planning

Leo Grellette  
Director of Building Standards

# APPENDIX 1

April 16, 2007

## Survey of Sign By-Law Fees in Other Municipalities (Signs located on Private Properties)

Municipality	By-Law Number	Ground Signs	Wall Signs	Poster Panels (Billboards)	Mobile Signs
Brampton	399-2002 & 199-2005	Min \$150.00 plus \$20.00 per sq.m. of sign area			\$125.00 for 30 days
Burlington	130-2002 & 141-1999	\$65.00 + \$10/\$1000 of Estimated Value of Construction			\$ 45.00 for 15 days
Markham	2002-276 & 2003-34	\$200.00 per sign		\$300.00 per year	\$ 50.00 per 7 days
Mississauga	468-06 & 20-07	\$100 for the application + \$50/sign in excess of 2 signs			\$ 80.00 for 30 days
Richmond Hill	Municipal Code & 151-1999	\$100.00 per sign			\$100.00 for 45 days
Vaughan (Existing)	203-92 & 110-97	\$50.00 + \$10.00 per sq.m sign area		\$50.00 + \$20.00 per sqm.	\$ 37.50 for 15 days & \$ 75.00 for 30 days
<b>Vaughan Proposed Fees</b>		\$150.00 + \$20.00 per sq.m. of sign area		\$150.00 + \$40.00 per sq.m. of sign area	\$ 50.00 for 15 days & \$100.00 for 30 days

## APPENDIX 2

### SCHEDULE "F" TO BY-LAW No. 396-2002

#### BUILDING STANDARDS DEPARTMENT

Signs for private properties: (Proposed Rates shown)

<u>ITEM</u>	<u>FEE OR CHARGE</u>
<b>Signs and Advertising Devices on Private Property</b>	
All Signs, except portable signs and poster signs (per application)	\$ 150.00 (plus \$ 20.00 per sq.m. or part thereof of the sign area of each sign face)
Portable Signs	
- Mobile (per sign for up to 15 day posting)	\$ 50.00
(per sign for up to 30 day posting)	\$ 100.00
- A-Frame (per sign for up to 6 months posting)	\$ 150.00
Poster Panels (Billboards)	\$ 150.00 (plus \$ 40.00 per sq.m. or part thereof of the sign area of each sign face)
Renewal of Permit	\$ 150.00
Refunds – non-refundable permit fees, except where permit issued in error	

### SCHEDULE "L" TO BY-LAW No. 396-2002

#### PUBLIC WORKS

Signs for public properties: (No proposed rate increases.)

<u>ITEM</u>	<u>FEE OR CHARGE</u>
<b>Signs and Advertising Devices on Public Property</b>	
All Signs on Public Property, except Religious, Charitable or Community Signs	\$ 50.00
Religious, Charitable or Community Signs	\$ No Charge
Builders' Portable Signs	
- A-Frame (per sign for up to 6 months posting)	\$ 200.00
Renewal of Permit	\$ 50.00
Refunds – non-refundable permit fees, except where permit issued in error	