



TOWN OF NEWMARKET
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September 30, 2014

**CORPORATE SERVICES – LEGISLATIVE SERVICES
INFORMATION REPORT – 2014-21**

TO: Mayor Van Bynen and Members of Council

COPY: SLT, OLT
Florence DiPassio, Licensing Officer

FROM: Andrew Brouwer, Director, Legislative Services/Town Clerk

SUBJECT: Sign By-law Enforcement, Businesses Impacted by VivaNext Rapid Transit Expansion Project

COMMENTS

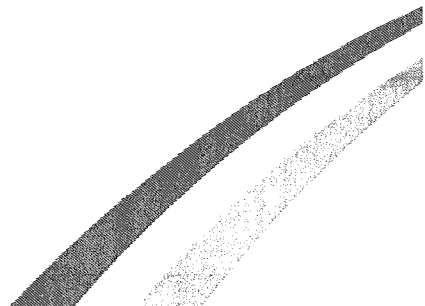
Purpose

The purpose of this information report is to outline the sign by-law (By-law 2014-11) enforcement standards and approach to communicating those enforcement standards for those businesses on Davis Drive and Yonge Street and streets immediately abutting Davis Drive and Yonge Street impacted by the VivaNext rapid transit expansion project over the course of the construction program.

Background

At its September 29, 2014 meeting, Council passed a resolution which requested “that staff explore the feasibility and advisability of not enforcing time restrictions in relation to signs on Davis Drive during construction and that staff inform Council of their investigation and direction by information report and inform the business community of the results as well”.

The time restrictions referred to in Council's resolution refers to non-permanent mobile signs and portable signs, which have a maximum permit length of 21 days and one calendar year respectively. The intent of Council's resolution is to provide a gesture of relief to businesses on or immediately abutting Davis Drive and Yonge Street impacted by the VivaNext rapid transit expansion project.



Enforcement standards

Mobile and portable sign permit time limits outlined in By-law 2014-11 are intended to balance the advertising needs of businesses with community standards. Such standards do not take into consideration special circumstances, such as lengthy construction works which may necessitate relief from usual standards or the rigour of enforcement, where staff deem to be reasonable.

Therefore, staff will not enforce the mobile and portable sign permit time limits during the construction program for those businesses on Davis Drive and Yonge Street and streets immediately abutting Davis Drive and Yonge Street impacted by the VivaNext rapid transit expansion project.

Mobile and portable signs will continue to adhere to all other standards in By-law 2014-11 and any sign placed in such a way that it interrupts the flow of pedestrian or vehicular traffic, site lines or has the potential to create a health or safety concern will be removed or will be required to be relocated. Sign permit applicants will also be required to comply with any VivaNext requirements. Businesses will no longer be able to place signage on land expropriated by VivaNext without permission from VivaNext.

Communication with business community

Staff plan to communicate its enforcement standards for mobile and portable signs as well as the Town's reduced sign permit fees to affected businesses on Davis Drive and Yonge Street and streets immediately abutting Davis Drive and Yonge Street through VivaNext's existing communications program, by email or letter to sign/advertising firms on record representing Newmarket businesses and the Newmarket Chamber of Commerce to be shared with its members.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

This information report supports the Town's Vision, Mission and Community Strategic Plan goal of being well equipped and managed by implementing policies and processes that reflect sound and accountable governance and fiscal responsibility in achieving service excellence.

HUMAN RESOURCE CONSIDERATIONS

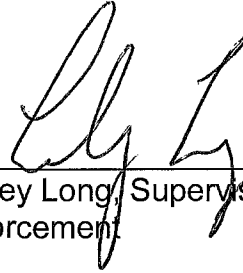
There are no human resource considerations.

CONTACT

For more information on this report, contact Lesley Long, Supervisor, By-law Enforcement (ext. 2222 or llong@newmarket.ca).



Andrew Brouwer, Director, Legislative Services/
Town Clerk



Lesley Long, Supervisor, By-law
Enforcement



Anita Moore, Commissioner, Corporate Services