



**ECONOMIC DEVELOPMENT  
ADVISORY COMMITTEE  
MEETING AGENDA**

**THURSDAY, NOVEMBER 12, 2015**

**7 P.M.**

**LEKSAND ROOM  
AURORA TOWN HALL**



**TOWN OF AURORA  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MEETING AGENDA**

**DATE:** Thursday, November 12, 2015

**TIME AND LOCATION:** 7 p.m., Leksand Room, Aurora Town Hall

---

**1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

**2. APPROVAL OF THE AGENDA**

RECOMMENDED:

THAT the agenda as circulated by Legal and Legislative Services be approved.

**3. RECEIPT OF THE MINUTES**

**Economic Development Advisory Committee Meeting Minutes of  
September 10, 2015** pg. 1

THAT the Economic Development Advisory Committee meeting minutes of  
September 10, 2015, be received for information.

**4. DELEGATIONS**

- (a) **Techa Van Leeuwen, Director of Building & Bylaw Services,** pg. 7  
**Afshin Bazar, Manager of Building Services**  
**Re: Item 1 – Memorandum from Director of Building & Bylaw  
Services Re: Proposed Sign Bylaw**

**5. MATTERS FOR CONSIDERATION**

- 1. Memorandum from Director of Building and Bylaw Services** pg. 8  
**Re: Proposed Sign By-law**

RECOMMENDED:

THAT the memorandum regarding the Proposed Sign By-law be received;  
and

THAT the Economic Development Advisory Committee provide feedback  
regarding the Proposed Sign By-law.

**6. INFORMATIONAL ITEMS**

- 2. Memorandum from Manager of Long Range and Strategic Planning pg. 62**  
**Re: Activity Report**

RECOMMENDED:

THAT the memorandum regarding Activity Report be received for  
information.

- 3. Memorandum from Manager of Long Range and Strategic Planning pg. 64**  
**Re: Aurora Promenade Community Improvement Plan (CIP) Update**

RECOMMENDED:

THAT the memorandum regarding Aurora Community Improvement Plan  
(CIP) Update be received for information.

- 4. Extract from Council Meeting of October 13, 2015 pg. 66**  
**Re: Economic Development Advisory Committee Meeting**  
**Minutes of September 10, 2015**

RECOMMENDED:

THAT the Extract from Council Meeting of October 13, 2015, regarding the  
Economic Development Advisory Committee meeting minutes of  
September 10, 2015, be received for information.

**7. NEW BUSINESS**

**8. ADJOURNMENT**



**TOWN OF AURORA  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MEETING MINUTES**

**Date:** Thursday, September 10, 2015

**Time and Location:** 7 p.m., Leksand Room, Aurora Town Hall

**Committee Members:** Councillor John Abel (Vice Chair), Don Constable, Rosalyn Gonsalves, Marilee Harris, Paul Smith, and Bruce Walkinshaw

**Member(s) Absent:** Councillor Paul Pirri (Chair)

**Other Attendees:** Councillor Tom Mrakas, Anthony Ierullo, Manager of Long Range and Strategic Planning, and Linda Bottos, Council/Committee Secretary

---

The Chair called the meeting to order at 7:01 p.m.

**1. DECLARATION OF PECUNIARY INTEREST**

There were no declarations of pecuniary interest under *the Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

**Moved by Rosalyn Gonsalves  
Seconded by Paul Smith**

THAT the agenda as circulated by Legal and Legislative Services be approved.

**CARRIED**

**3. RECEIPT OF THE MINUTES**

**Economic Development Advisory Committee Meeting Minutes of June 11, 2015**

**Moved by Bruce Walkinshaw  
Seconded by Paul Smith**

THAT the Economic Development Advisory Committee meeting minutes of June 11, 2015, be received for information.

**CARRIED**

**4. DELEGATIONS**

None

**5. MATTERS FOR CONSIDERATION**

**1. Memorandum from Manager of Long Range and Strategic Planning  
Re: Aurora Business Ambassadors Program**

Staff provided a brief overview of the memorandum and noted that the structure of the Program would be similar to the previous version. The Committee inquired about the frequency of meetings and staff indicated that contact would be ongoing and any leads would be explored. Staff advised that the Program launch would likely take place in 2016, and the Town may look to the Chamber of Commerce to help promote the Program and reach out to contacts.

**Moved by Marilee Harris  
Seconded by Rosalyn Gonsalves**

THAT the memorandum regarding Aurora Business Ambassadors Program be received; and

THAT the content of this memorandum be endorsed by the Economic Development Advisory Committee; and

THAT the Economic Development Advisory Committee recommend to Council:

THAT the Aurora Business Ambassadors Program be re-established;  
**and**

***THAT the Aurora Chamber of Commerce be requested to participate in the promotion of the Aurora Business Ambassadors Program.***

**CARRIED AS AMENDED**

**6. INFORMATIONAL ITEMS**

- 2. Extract from Council Meeting of August 25, 2015**  
**Re: Economic Development Advisory Committee Meeting Minutes of June 11, 2015, and Report No. CFS14-017 – Development Charges By-law Approval**

Staff provided a brief overview of the background information to the Development Charges By-law review process.

**Moved by Don Constable**  
**Seconded by Bruce Walkinshaw**

THAT the Extract from Council Meeting of August 25, 2015, regarding the Economic Development Advisory Committee meeting minutes of June 11, 2015, be received; and

THAT Report No. CFS14-017 – Development Charges By-law Approval be received for information.

**CARRIED**

- 3. Memorandum from Manager of Long Range and Strategic Planning**  
**Re: Economic Development Action Plan Update**

Staff provided a brief overview and noted that the specific initiatives recommended by the Committee had been incorporated into the Plan.

The Committee referred to the Concierge Program and suggested that testimonials would be helpful and staff agreed to incorporate testimonials into the brochure. The Committee further suggested that every action within the Town should be aligned to the Plan and the Key Performance Indicators should be more specific and measurable. The Committee discussed elements of the Plan including the Entertainment District, the Innovation Incubator, and the Permanent Farmers' Market.

**Moved by Bruce Walkinshaw**  
**Seconded by Don Constable**

THAT the memorandum regarding Economic Development Action Plan Update be received for information.

**CARRIED**

**4. Memorandum from Manager of Long Range and Strategic Planning**  
**Re: Activity Report**

Staff provided a brief overview of the memorandum, which highlights new business openings and upcoming events.

**Moved by Rosalyn Gonsalves**  
**Seconded by Paul Smith**

THAT the memorandum regarding Activity Report be received for information.

**CARRIED**

**5. Link to MaRS BLOG Article by Salim Teja, 08 Jul 2015**  
**Re: “Why the Pan Am Games are a chance for Ontario to show off its tech successes” (<http://www.marsdd.com/news-and-insights/why-the-pan-am-games-are-a-chance-for-ontario-to-show-off-its-tech-successes/>)**

The Committee suggested that the Town’s businesses should be actively promoted and staff should regularly publish success stories, similar to the City of Vaughan, and that this information be communicated to residents as well as businesses. Staff advised that the Town has previously published a quarterly newsletter highlighting business success stories and events, and the next issue is planned for September/October 2015.

The Committee inquired about the possibility of approaching high schools to provide an opportunity for students to fulfill their volunteer hour requirements by assisting with the Town’s economic development endeavours in relation to technology and communications. Staff advised that the Town has a partnership with a high school co-op program and agreed that this alternate approach could be explored with the school’s co-op advisor.

The Committee noted that the Chamber regularly issues a newsletter, which is sent not only to Chamber members, but every business in Town. Staff noted that the Town purchases space in the Chamber’s directory and has submitted articles to the Chamber’s newsletter in the past.

**Moved by Marilee Harris**  
**Seconded by Bruce Walkinshaw**

THAT the Link to MaRS BLOG Article by Salim Teja, 08 Jul 2015, “Why the Pan Am Games are a chance for Ontario to show off its tech successes” (<http://www.marsdd.com/news-and-insights/why-the-pan-am-games-are-a-chance-for-ontario-to-show-off-its-tech-successes/>)

~~are-a-chance-for-ontario-to-show-off-its-tech-successes/~~) be received for information.

**CARRIED**

**6. Extract from Council Meeting of June 9, 2015**  
**Re: Economic Development Advisory Committee Meeting Minutes of May 14, 2015**

**Moved by Bruce Walkinshaw**  
**Seconded by Rosalyn Gonsalves**

THAT the Extract from Council Meeting of June 9, 2015, regarding the Economic Development Advisory Committee meeting minutes of May 14, 2015, be received for information.

**CARRIED**

**7. NEW BUSINESS**

The Committee consented to allow Anna Lozyk Romeo, of community FOCUS LivingInAurora.com, to speak. Ms. Lozyk Romeo suggested that the Town provide more effective communication and foster a strong relationship and connections with the Chamber of Commerce toward communicating and promoting businesses in Town.

The Committee inquired about the status of communications with landowners regarding the potential for a biomedical campus site in Aurora. Staff agreed to provide an update at the next Committee meeting.

The Committee noted that the City of Barrie has adopted a summer program which allows downtown restaurants to put their patios on portable, wooden sidewalks, which are installed in place of street parking spaces, and suggested that this may be an appropriate opportunity for Aurora to consider.

The Committee noted that the Newmarket Economic Development Advisory Committee members had only been recently announced.

The Committee expressed concern regarding the meeting minutes of June 11, 2015, not reflecting the entirety of the Committee discussions, and inquired about the review process of meeting minutes. The Chair and staff reviewed the process.

The Committee announced that the Aurora Chamber Tech Expo would be held at the Aurora Royal Canadian Legion on November 5, 2015, from 9 a.m. to 5 p.m., followed by a Networking Reception from 5 p.m. to 7:30 p.m. He noted that the



event would include educational sessions and present a great opportunity for small businesses to gain an understanding of technology, interact with IT professionals, and obtain answers to their questions and needs.

The Committee advised that the Aurora Public Library would be hosting an "Entrepreneurs in Residence" workshop, *Powering Innovation*, on Thursday, November 12, 2015, from 7 p.m. to 8:30 p.m.

The Committee commented on the support of local music and public art in Charlottetown, PEI, and suggested that studying its successes would be helpful. It was noted that Charlottetown has an entertainment district, approximately 50-60 restaurants which remain open year-round, and a monthly magazine entitled *The Buzz, Prince Edward Island's Guide to What's Going On*.

**8. ADJOURNMENT**

**Moved by Paul Smith  
Seconded by Marilee Harris**

THAT the meeting be adjourned at 9 p.m.

**CARRIED**

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.



Legal and Legislative Services  
905-727-3123  
[CSecretariat@aurora.ca](mailto:CSecretariat@aurora.ca)  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

**DELEGATION REQUEST**

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**4:30 P.M. ON THE BUSINESS DAY PRIOR TO THE REQUESTED MEETING DATE**

**COUNCIL/COMMITTEE/ADVISORY COMMITTEE DATE:** November 12, 2015

**SUBJECT:** Proposed Sign By-law

**NAME OF SPOKESPERSON:** Techa Van Leeuwen, Director of Building and Bylaw Services;  
Afshin Bazar, Manager of Building Services

**NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):**

**BRIEF SUMMARY OF ISSUE OR PURPOSE OF DELEGATION:**

To provide EDAC with an overview of the Proposed Sign By-law, to highlight the changes to the Sign By-law and to seek feedback.

**PLEASE COMPLETE THE FOLLOWING:**

**Have you been in contact with a Town staff or Council member regarding your matter of interest?**

**YES**

**NO**

**IF YES, WITH WHOM?**

**DATE:**

**I acknowledge that the Procedural By-law permits five (5) minutes for Delegations.**



100 John West Way  
Box 1000  
Aurora, Ontario  
L4G 6J1  
Phone: 905-727-3123 ext. 4748  
Email: tvanleeuwen@aurora.ca  
www.aurora.ca

**Town of Aurora**  
**Building & By-law Services**

## **MEMORANDUM**

**DATE:** November 12, 2015  
**TO:** Economic Development Advisory Committee Members  
**FROM:** Techa Van Leeuwen, Director of Building & Bylaw Services  
**RE:** Proposed Sign By-law

---

### **RECOMMENDATIONS**

***THAT the memorandum regarding Proposed Sign By-law be received; and***  
***THAT the Committee provide feedback regarding the Proposed Sign By-law.***

### **PURPOSE**

To provide the committee with an overview of the changes to the Permanent and Temporary Sign By-laws and to seek committee's feedback and support on the proposed changes as outlined in the attached documents.

### **BACKGROUND**

Building and Bylaw Services commenced with a Sign By-law review in 2012 as a departmental initiative. A cross-divisional management team was established to develop a consolidated Sign By-law. The project has included a review of documented issues with the by-laws, staff discovery sessions, stakeholder consultation, development of sign variance evaluation criteria and a review of other municipal Sign By-laws.

As part of the early involvement of the stakeholders, staff attended the Economic Development Advisory Committee's meeting on June 12, 2014 and presented the committee with the highlights of the proposed changes to the By-law. Staff received the committee's support with respect to the intent behind the proposed changes in the By-law.

After analyzing all feedback and comments from various stakeholders, staff drafted the new By-law and taking into account all comments made by the Economic Development Advisory Committee.

On October 20, 2015 staff provided Council with the report No. BBS15-011 on which staff recommended that the proposed Sign By-law be referred to the Economic Development

November 12, 2015

-2-

Proposed Sign By-law

Advisory Committee and the Chamber of Commerce and be posted on the Town's website for review and final comment.

**ATTACHMENTS**

Attachment No. 1 – Extract from Council Meeting of October 27, 2015, Re: Report BBS15-011 – Proposed Sign By-law

Attachment No.2 – Report No. BBS15-011 including highlights of changes to the Sign By-law and fee comparison diagram

Attachment No. 3– Proposed Sign By-law

**Prepared by:** Afshin Bazar, Manager of Building Services



**EXTRACT FROM  
COUNCIL MEETING OF  
TUESDAY, OCTOBER 27, 2015**

**9. CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION**

- 1. General Committee Meeting Report of September 20, 2015**
- (2) BBS15-011 – Proposed Sign By-law**

**Main motion as amended  
Moved by Councillor Mrakas  
Seconded by Councillor Pirri**

THAT Report No. BBS15-011 be received; and

THAT the proposed Sign By-law be referred to the Economic Development Advisory Committee and the Chamber of Commerce and be posted on the Town's website for review and final comment; and

THAT staff investigate options for the proposed Sign By-law respecting signage located in the Aurora Promenade corridor and Heritage areas, which recognize the heritage attributes and features of buildings located in those areas; and

***THAT staff consider the comments of Council in respect to permitting one election sign, per candidate, per frontage on private property; and***

THAT staff report back with a final proposed Sign By-law for enactment at a future Council meeting.

**CARRIED AS AMENDED**



**Attachment No. 2 to Item 1**

**TOWN OF AURORA**  
**GENERAL COMMITTEE REPORT No. BBS15-011**

---

**SUBJECT:** *Proposed Sign By-law*

**FROM:** *Techa van Leeuwen, Director of Building and Bylaw Services*

**DATE:** *October 20, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. BBS15-011 be received; and*

*THAT the proposed Sign By-law be referred to the Economic Development Advisory Committee and the Chamber of Commerce and be posted on the Town's website for review and final comment; and*

*THAT staff report back with a final proposed Sign By-law for enactment at a future Council meeting.*

**PURPOSE OF THE REPORT**

To provide Council with an overview of the Sign By-law review, highlight changes to the temporary and permanent Sign By-laws and to seek Council's approval to release the proposed Sign By-law to stakeholders for review and final comment.

**BACKGROUND**

Building and Bylaw Services commenced with a Sign By-law review in 2012 as a departmental initiative. The Town currently has two separate by-laws, By-law No. 4897-07.P respecting temporary signs and By-law No. 4898-07.P respecting permanent signs. The Temporary Sign By-law is administered and enforced by the Bylaw Division and the Permanent Sign By-law is administered and enforced by the building division as permanent signs are subject to building code requirements.

A cross-divisional management team was established to develop a consolidated Sign By-law. The project has included a review of documented issues with the by-laws, staff discovery sessions, stakeholder consultation, development of sign variance evaluation criteria and a review of other municipal Sign By-laws.

**COMMENTS**

**The objective of the Sign By-law review is to respond to business and community**

**October 20, 2015**

**- 2 -**

**Report No. BBS15-011**

---

**needs and increase customer service.**

The objective of the Sign By-law review was established early in the project upon feedback from our business sector and other stakeholders including the Economic Development Advisory Committee. Proposed changes to the by-law reflect comments, concerns and staff experience and knowledge as outlined;

- Providing more flexibility with respect to the permanent Sign By-law and creating a better balance in the Temporary Sign By-law between business needs and the visual quality and appearance of the community
- Streamlining the process by reducing the need for sign variances through objective based regulatory provisions, delegated authority of scope limited sign variances and approval of Signs through the Site Plan approval process
- Aligning the Sign By-law with objectives of the Town's strategic plan in promoting economic opportunities and encouraging a more sustainable business environment
- Providing clarity and consistency in the By-law
- Updating the By-law to reflect the changes in the sign industry and technologies

**Initial feedback from the Economic Development Advisory Committee, the Chamber of Commerce, the Sign Industry and other stakeholders has been positive.**

During the early stages of the project staff attended an Economic Development Advisory Committee meeting and met with the Chamber of Commerce to provide an overview of the project and highlight the objectives. Staff has also advised other stakeholders such as sign companies and business owners of this project and have encouraged all stakeholders to provide comments through various channels including our website.

Feedback from stakeholders has been focussed on two significant areas respecting permanent signs, one being the limit on the number of wall signs permitted and the other being the length of time to process sign variances.

Feedback related to temporary signs includes reducing the amount of temporary sign pollution mainly with respect to election signs, sandwich board signs and other inexpensive unsightly signs. Some business owners have submitted requests to allow for additional time allocation for mobile signs. The proposed changes to temporary signs include allocation of additional time for mobile signs and requiring sign permits for certain types of temporary signs for better tracking and improved compliance.

In general the feedback received from various stakeholders in terms of proposed

**October 20, 2015**

**- 3 -**

**Report No. BBS15-011**

---

changes has been positive and aligned with the project objectives.

**Increased flexibility with respect to wall sign provisions will reduce the number of sign variances request based on a review of variances processed over the years.**

The current by-law regulates wall signs based on maximum area and maximum wall coverage. It also limits the number of wall signs a business may have and in many cases businesses are only permitted to have one wall sign even if they are far below the thresholds for area and wall coverage. Number of wall signs is the number one variance requested as our current provisions are restrictive and not meeting business needs. Historically these variances have been granted for individual businesses and larger commercial developments with multi-tenant buildings. Staff are proposing to remove the limit on the number of signs and regulate wall signs based on sign area and wall coverage.

**Delegated Authority for sign variances within a specific scope is efficient and effective in serving our business community.**

In February of 2014 staff developed sign variance evaluation criteria to provide methodology and consistency when evaluating and making recommendations on sign variances. Each requested variance presented to Council contains a measure of the variance based on the criteria. Staff often work with applicants to reduce the variance(s) to meet the intent of the by-law. Since 2005, 50 variances have been presented to Council of which 47 of them were approved based on the staff recommendation.

Proposed changes to the variance process include limited delegated authority to staff for variances. The scope limits on delegated authority allow for one additional sign or small increases in area, height and location. Variances beyond the scope limits would be subject to Council approval.

Delegating authority for sign variances within the scope limits will greatly reduce the turnaround times in processing variances, reduce the variance fees as there will far less effort and resources assigned to processing and increase customer service significantly.

**Signs included in the Site Plan Approval process will be deemed to be in compliance with the Sign By-law thereby reducing red tape and increasing efficiency.**

The development approvals process starts with Planning and Development Services. Development is subject to the Site Plan approval process. Part of that process includes the submission of a site plan and elevations. Upon Site Plan approval, a building permit may be obtained for the construction of the building and any accessory signs. If the signs are not in conformance with the sign bylaw a variance may be requested. As the development process can take significant time to complete a year or more may have



**October 20, 2015**

**- 4 -**

**Report No. BBS15-011**

---

lapsed between the original site plan application and the sign variance process. Staff recommends a customer forward and streamlined approach to the development process that would allow applicants to include signage as part of their site plan process. Areas of non-compliance would be identified through the Planning process and approval of the Site Plan would include approval of signage.

This process would provide an early approval and streamlined approach to approvals as Building staff review the site plan drawing for Zoning Compliance and could include A sign bylaw review during the process.

**The proposed Election Sign provisions are aligned with the York Regions provisions.**

Subsequent to the 2014 Municipal Election a Council motion carried that directed staff to bring forward amendments to the Temporary Sign By-law respecting Election Signs. The impetus of the motion was to establish clear provisions with respect to the placement of election signs and the duration of time and to further align the municipal Sign By-law provisions with York Region's by-law.

The Region undertook a similar exercise and has amended their election Sign By-law provisions. The Region did consult with surrounding municipalities with a view to harmonize election sign provisions as much as possible. The Regions by-law was amended on June 25, 2015.

Proposed amendments to the Town's election sign provisions are aligned in terms of the duration as well as the number of signs per intersection. Staff have reviewed the non-Regional intersections and have identified Town intersections where election signs may be placed that would not negatively impact residential neighbourhoods. Election signs would not be permitted on centre medians, traffic circles or daylight triangles. Further, candidates may only place one election sign per private property.

**New permit provisions have been added to certain types of temporary signs to achieve improved compliance with the by-law.**

The current temporary Sign By-law only requires permits for mobile signs. Other types of signs such as special event signs and banner signs are regulated and contain size, location and duration restrictions but are not subject to approval. The lack of permit, tracking and inspection produce increased non-compliance. Enforcement on a non-compliant property can be costly and absorb resources in a negative context. Staff are proposing that these types of signs require a permit increasing the overall effectiveness of the Sign By-law.

**Sandwich Board signs create visual clutter, are often placed on municipal property and can create mobility issues.**

**October 20, 2015**

**- 5 -**

**Report No. BBS15-011**

---

The current temporary by-law allows for sandwich board signs to be placed on private property provided they are removed every day at the close of business. Most often they are placed on municipal property in order to achieve the desired exposure. Sandwich board signs create visual clutter and can create mobility issues if placed on sidewalks. They can also create a hazard during inclement weather. Staff is recommending in the proposed by-law that sandwich boards not be allowed unless as displayed for a special event which would be under permit and subject to placement approval and time limits.

**Editorial changes and consolidation of two bylaws improves consistency and administration of the bylaw.**

Improved administration and enforcement provisions have been consolidated. Definitions have been updated to reflect industry changes and trends. For example recognizing feather banner signs as a type of sign and regulating them. Editorial changes provide for clear, concise language and a logical format and flow. Duplications and conflicts have been eliminated.

**Fees have been adjusted to better reflect resource effort.**

The fees for sign permits are very low and do not reflect the resource effort involved. Every permit is subject to a Sign By-law review, possibly a building code review and on average two inspections as well as administrative activities. The current fee structure has been in place since 2004 with the exception of sign variance fees which were adjusted in 2006.

Staff are recommending increasing fees to better reflect resource effort. The attached municipal comparison chart indicates our current fee is significantly less than surrounding municipalities. Staff are proposing a fee increase to offset service delivery costs.

**An education campaign and communication plan will assist in the transition to a new Sign By-law that aims at reducing temporary sign pollution.**

One of the objectives of the proposed bylaw is to provide more flexibility with respect to permanent signs and create a better balance with Temporary Sign By-law between business needs and the visual quality and appearance of the community. In achieving this objective staff will undertake an education campaign with commercial property owners to ensure they understand the by-law provisions and are able to inform their tenants of any changes that may affect them.

Understanding transition allowances are necessary to allow the business community an adjustment period staff are recommending a 6 month transition to engage business and property owners. Following the transition staff will commence with a proactive enforcement program to remove non-compliant signs.

**October 20, 2015**

**- 6 -**

**Report No. BBS15-011**

---

### **LINK TO STRATEGIC PLAN**

The proposed Sign By-law project supports the Strategic Plan goal of *Enabling a diverse, creative and resilient economy* through its accomplishment in satisfying requirements in the following key objectives of; *Promoting economic opportunities that facilitate the growth of Aurora as a desirable place to do business and supporting small business and encouraging a more sustainable business environment.*

### **ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Council waive the distribution to stakeholders and request staff to bring forward the draft by-law for enactment to a future Council meeting.
2. Council provide direction.

### **FINANCIAL IMPLICATIONS**

Staff recommends an increase to sign permit fees to better reflect resource effort. Currently the minimum fee for a permanent sign is \$75.00 and the fee for a mobile sign is \$30.00. Staff is recommending increasing fees to \$150 minimum for permanent signs and \$100 for mobile signs, banner/feather banner and special event signs. The attached document provides a fee comparison with surrounding municipalities.

The increase in revenue is difficult to forecast as it is dependent on the type of sign and number of sign permits issued.

### **CONCLUSIONS**

The sign bylaw review is a significant project that has been ongoing for some time and was conducted internally with staff who work with the bylaw on a daily basis and have a thorough understanding of the issues, trends and industry requests. Stakeholder consultation at an early stage of the project provided confirmation of the project objectives. The comprehensive review has concluded in a thorough rewrite of the bylaw. Staff are recommending a final distribution of the proposed bylaw for comment prior to bringing it forward for enactment.

### **PREVIOUS REPORTS**

BBS12-008 – General Committee, November 6, 2012  
BBS14-005 – General Committee, February 4, 2014

October 20, 2015

- 7 -

Report No. BBS15-011

---

**ATTACHMENTS**

Attachment No.1 – Current By-law provisions and Proposed Changes  
Attachment No.2 – Sign Permit Fee Comparison Diagrams

**PRE-SUBMISSION REVIEW**

Executive Leadership Team – October 8, 2015

***Prepared by: Techa van Leeuwen, Director of Building and Bylaw Services - Ext. 4748***



***Techa van Leeuwen***  
***Director of Building and Bylaw Services***



***Patrick Moyle***  
***Interim Chief Administrative Officer***

October 20, 2015

- 8 -

Report No. BBS15-011

Attachment No. 1

**Highlights of Changes to the Sign By-law:**

<b>Item</b>	<b>Section</b>	<b>Current By-law</b>	<b>Proposed By-law</b>
1	Application, Intent & Scope	Signs are regulated under two separate By-laws: Temporary Sign By-law and Permanent Sign By-law.	The two By-laws have been merged into one By-law regulating all types of sign.
2	Definition	Each By-law (Temporary and Permanent) has its own definition.	The definitions have been merged and updated to facilitate the administration and enforcement of the By-law and reflect changes within the sign industry.
3	Definition	N/A	“Feather Banner” signs have been defined and regulated in order to address the new trend in the sign industry.
4	Definition	N/A	“Open House Real Estate Signs” have been defined and regulated in order to recognize the nature and needs of the real estate business.
5	Definition	“Special Event Sign” is defined as a type of sign.	The definition of “Special Event Sign” has been deleted and instead provisions have been made to regulate signs advertising a “Special Event” which is already a defined term.
6	Administration (sign permit)	No permit is required for Banner Signs.	Permit is required for Banner Signs and Feather Banner Signs.

October 20, 2015

- 9 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
7	Administration (signs not requiring a permit)	Memorial signs and plaques identifying a building or structure and its architectural or historical significance not exceeding 0.5 m <sup>2</sup> in sign area are exempt from the provisions of the Sign By-law.	This item has been deleted since the By-law states that the requirements of this By-law shall not apply to the Town or any signs erected by a governmental body, or under the direction of such a body.
8	Administration (signs not requiring a permit)	Section 5.15(d) of the current Sign By-law allows "Signs customarily displayed on gasoline pumps which are an integral part of the pump or pump island design" with no specific regulations around them.	This item has been moved to section 4.2(i) of the new Sign By-law under "Signs not requiring a permit".
9	Administration (signs not requiring a permit)	The current Sign By-law does not regulate signs affixed to the interior side of a window.	The following item has been added to section 4.2 under "Signs not requiring a permit": <i>signs affixed to the interior side of a window in zones other than residential zones covering not more than 25% of the window, window section or window pane.</i>

October 20, 2015

- 10 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
10	Administration (signs not requiring a permit)	N/A	The following item has been added to section 4.2 under "Signs not requiring a permit": <i>signs on a temporary sales trailer or sales office which has been approved by the Town through a fully executed agreement and which signs are associated with the sale of new residential units, provided the maximum area of the signs does not exceed 15.0 m<sup>2</sup> per elevation and 30.0 m<sup>2</sup> for all elevations combined.</i>
11	Administration (signs not requiring a permit)	N/A	Real Estate Signs and Election Signs have been added to the list of signs not requiring a permit under section 4.2 subject to compliance with their respective general provisions.
12	Administration (application requirements)	N/A	Application requirements for Mobile Signs, Banner Signs and Feather Banner Signs have been added to Section 4.3 "Application Requirements For a Sign Permit".
13	Administration (York Region)	Section 3.8 specifies York Region's requirements.	This section has been moved to "Application Requirements For a Sign Permit".
14	Administration (Ministry of Transportation)	Section 3.9 specifies the Ministry of Transportation requirements.	This section has been moved to "Application Requirements For a Sign Permit".

October 20, 2015

- 11 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
15	Administration (conservation authority)	The current Sign By-law is silent about conservation authority requirements.	The requirements of conservation authorities have been added to "Application Requirements For a Sign Permit".
16	Administration (Region's approval)	The current Sign By-law states that an approval from the Region must be obtained prior to the issuance of a sign permit for any sign fronting on a Regional Road.	The wording of this provision has been updated to reflect York Region's memo dated April 3, 2104 which states that as of May 1, 2014 the Regional Municipality of York will no longer review the placement of a sign that is completely located on a private property.
17	Administration (abandoned applications)	N/A	New provisions have been added to address the abandoned permit applications.
18	Administration (review by Planning Department)	Section 3.7 of the current Sign By-law specifies the requirement of heritage review by Planning and Development Services.	Section 4.7 of the new By-law specifies the type of applications that are subject to review and approval by Planning and Development Services with respect to heritage and also conformity to the Promenade streetscape and implementation plan.
19	Administration (effect of site plan approval)	N/A	New provisions have been added to specify that where signs are included and approved as part of a site plan application they shall be deemed to comply with the provisions of the Sign By-law with respect to area, height, location, number and type of the sign; however, they will be subject to permit requirements.



October 20, 2015

- 12 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
20	Administration (sign variance)	According to the current By-law only the Town's Council have the approval authority to grant sign variances.	New provisions have been added that delegate the authority to the Director to authorize sign variances that fall within the scope limits outlined in the By-law. The new provisions also specify that where a variance is denied by the Director the applicant can appeal to Council within 30 days. The By-law also specifies that those sign variance requests that exceed the described scope limits, shall only be authorized by the Council.
21	Illumination	The current Sign By-law does not allow wall signs that are facing and within 20 metres of residential properties. However there are no such restrictions for other types of signs.	The new By-law has a more objective approach by not allowing <u>illumination</u> of <u>any</u> sign within 20 metres of residential properties.
22	Wall Signs	The current By-law states that wall signs shall not cover more than 20% of the wall on which they are erected.	This provision has been deleted as wall signs are already subject to a maximum area of 0.75 m <sup>2</sup> per linear metre of the wall face which is generally more restrictive than the 20% wall coverage. The 20% wall coverage would only be more restrictive if height of the wall from finished grade to top of the parapet is less than 3.75m (12') which typically is not the case in any commercial, industrial and institutional buildings.

October 20, 2015

- 13 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
23	Wall Signs	The current By-law limits the number of wall signs to one sign except for premises located on a corner or through lots where one additional sign is permitted.	Restrictions on the number of wall signs have been lifted however the total aggregate area of all signs per each elevation will be still limited to 0.75 m <sup>2</sup> per linear metre of the wall face. This provides more flexibility without increasing the maximum allowable sign area on each elevation.
24	Ground Signs	The current By-law states that ground signs <u>shall</u> be located between the street line and the minimum setback lines defined in the Zoning By-law.	This provision has been removed in the new By-law since all concerns with respect to the location of ground signs including daylight triangle, distance to traffic light, distance to residential zones, distance to adjacent lots and distance to driveways have already been addressed through other provisions of the By-law.

October 20, 2015

- 14 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
25	Dynamic Signs (Readograph Signs)	The current By-law regulates "Readograph Signs".	In the new By-law the outdated term "Readograph Signs" has been replaced with "Dynamic Signs" to include all sorts of signs using various technologies on which the sign message changes. The new By-law also includes provisions to limit the minimum time period between two successive message changes to fifteen (15) seconds and specifies that where display message changes use light emitting diodes (LEDs) or other illumination technology, a minimum distance of fifteen (15) metres shall be maintained between the sign and a traffic light.
26	Free Standing Canopy Signs	N/A	New provisions have been added for "Free Standing Canopy Signs" including a new provision that allows the sign to extend up to 0.6 metre above the canopy fascia.
27	Mobile Signs	The current By-law only allows one mobile sign per lot at any one time (regardless of the size or type of the lot).	The new By-law allows one additional mobile sign (total of two) for lots with a street line greater than 75 m or for corner lots with a street line of more than 12.2 m.
28	Mobile Signs	Mobile signs are permitted up to <u>8</u> weeks per calendar year.	Mobile signs are permitted up to <u>12</u> weeks per calendar year.

October 20, 2015

- 15 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
29	Banner Signs	The current By-law only allows one banner sign per premises.	The new By-law allows for two banner signs, feather banner signs or any combination thereof per premises.
30	Banner Signs	The current By-law regulates Banner signs but no permit is required.	In the new By-law a sign permit is required for Banner Signs and Feather Banner Signs.
31	Open House Real Estate Signs	The current By-law is silent with respect to open house real estate signs.	New provisions have been added to limit the maximum area of an open house real estate signs to 0.5 m <sup>2</sup> and limit the display time to 24 hours.
32	Election Signs	The current By-law is silent with respect to how long in advance election signs can be erected.	The new By-law specifies that election signs shall not be erected prior to 10:00 am on the 28th day before election day.
33	Election Signs	The current By-law specifies that election signs shall be removed four days after the election.	The new By-law specifies that election signs shall be removed within seventy-two (72) hours following the closing of polls on Election Day.
34	Election Signs	The current By-law limits the size of election signs to 2 m <sup>2</sup> .	The new By-law limits the size of election signs to 1.49 m <sup>2</sup> with no dimension of the sign face exceeding 1.22 metres.

October 20, 2015

- 16 -

Report No. BBS15-011

Item	Section	Current By-law	Proposed By-law
35	Election Signs	The current By-law is silent with respect to the number and location of Election Signs.	The new By-law allows for one election sign per each candidate on a private lot. The new By-law also allows for a maximum of two election signs on each of the selected intersections listed in Schedule "C" of the new By-law, with not more than one election sign per each corner of an intersection. (for the purposes of this section, an intersection has been defined as the Town owned lands within fifty metres of the point of intersection of the centre lines of the intersecting streets and shall exclude any roadways and areas used for vehicular traffic, any centre median, roundabouts, traffic circles and traffic islands)

October 20, 2015

- 17 -

Report No. BBS15-011

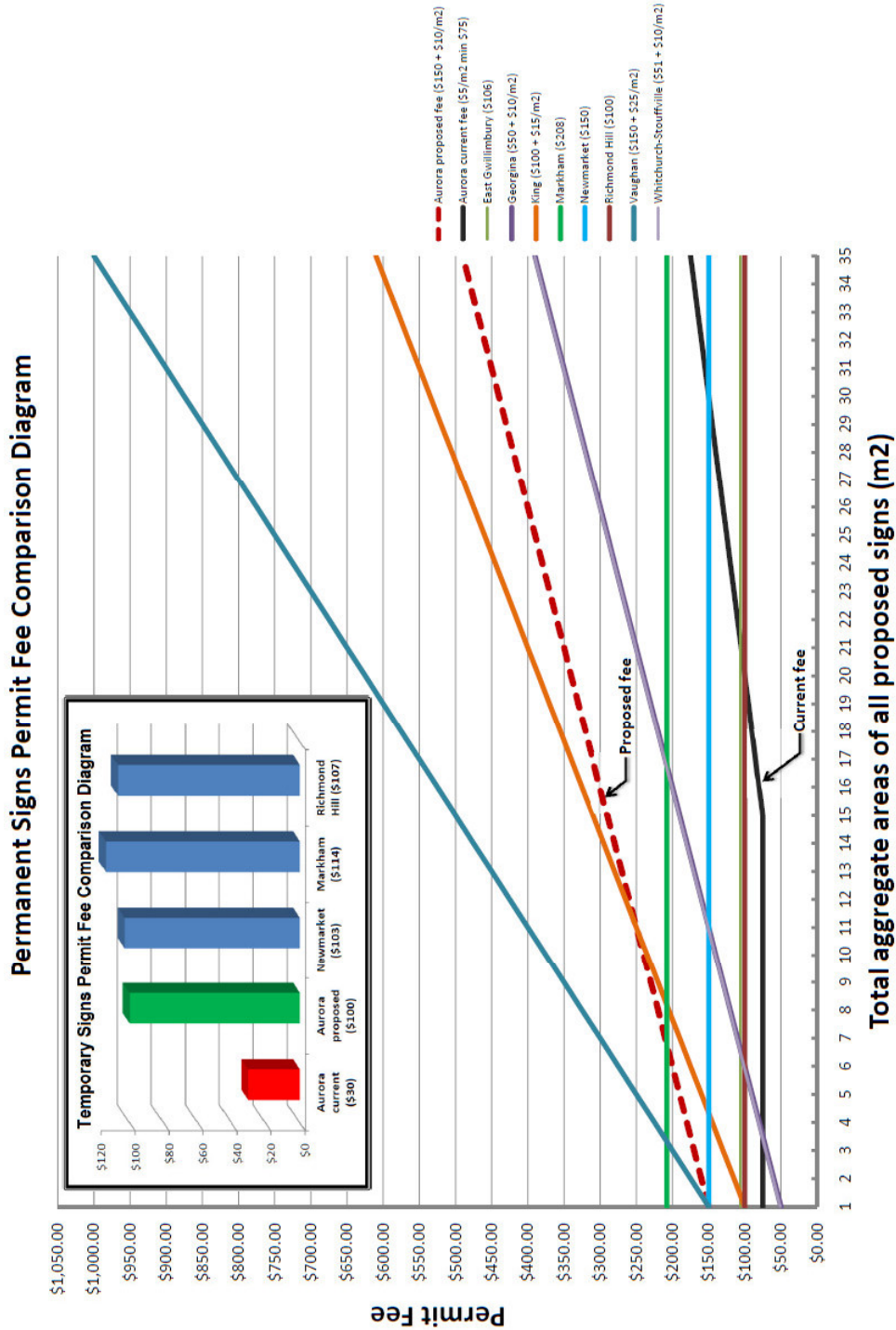
Item	Section	Current By-law	Proposed By-law
36	Election Signs	The current By-law does not contain any enforcement provisions specific to election signs.	The new By-law contains the following enforcement provisions specific to election signs: <i>"any election sign found to be in violation of this By-law is subject to seizure by the Town and any such seized signs shall be stored up to thirty (30) days after the Election Day; a candidate, or any person acting on the behalf of a candidate, may retrieve a sign stored by the Town but the Town may destroy or otherwise dispose of any election sign that has not been retrieved within the aforementioned thirty (30) day period without notice or compensation to any person."</i>
37	Sandwich Board Signs	The current By-law allows one Sandwich Board Sign per premises up to 1 m <sup>2</sup> in sign area which shall be removed at the close of the business each night and shall not be located on Town's property.	In the new By-law Sandwich Board Signs are only allowed in the form of "Open House Real Estate Signs" and signs advertising a "Special Event".
38	Special Event Signs	The current By-law defines and regulates "Special Event Signs". The By-law states that Special Event Signs shall not include commercial advertising.	The title of this section has been changed from "Special Event Signs" to "Signs Advertising a Special Event". The new By-law states that signs advertising a special event shall not include commercial advertising <u>except to identify sponsors of the event.</u>

October 20, 2015

- 18 -

Report No. BBS15-011

<b>Item</b>	<b>Section</b>	<b>Current By-law</b>	<b>Proposed By-law</b>
39	Additional Requirements Related to Zone and Land-Use	N/A	All specific requirements with respect to zone and land-use have been moved to this section in table format with minor technical adjustment to some of the tables.
40	Enforcement	There are limited enforcement provisions in the current By-laws.	A new comprehensive enforcement section has been added to facilitate enforcement and improve compliance with the By-law.





**Attachment No. 3 to Item 1**

**THE CORPORATION OF THE TOWN OF AURORA**

**By-law Number XXXX-XX.X**

**BEING A BY-LAW  
respecting signs within the  
Town of Aurora**

**WHEREAS** Section 11 of the *Municipal Act, 2001*, S.O. 2001, c. 25, as amended, permits The Corporation of the Town to pass by-laws respecting signs, structures, culture, heritage, the health, safety and well-being of persons and Economic, social and environmental well-being of the municipality;

**AND WHEREAS** it is deemed necessary to enact a by-law to regulate signs within the Town of Aurora to replace the current sign by-laws of the Town;

**NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA ENACTS AS FOLLOWS:**

**TABLE OF CONTENTS**

SECTION 1 – DEFINITIONS .....	2
SECTION 2 - APPLICATION, INTENT & SCOPE .....	6
SECTION 3 - GENERAL PROHIBITIONS & REQUIREMENTS .....	6
SECTION 4 – ADMINISTRATION .....	6
SECTION 5 – SPECIFIC PROHIBITIONS AND RESTRICTIONS .....	12
SECTION 6 – REQUIREMENTS SPECIFIC TO ZONE AND LAND-USE .....	18
SECTION 7 - ENFORCEMENT .....	24
SECTION 8 - INDEMNIFICATION .....	28
SECTION 9 - INTERPRETATION .....	28
SECTION 10 - SEVERABILITY .....	28
SECTION 11 - CONFLICT .....	28
SECTION 12 - SHORT TITLE .....	28
SECTION 13 - GENERAL .....	29
<b>SCHEDULE "A"</b> .....	30
<b>SCHEDULE "B"</b> .....	31
<b>SCHEDULE "C"</b> .....	32

**SECTION 1 – DEFINITIONS**

The following terms shall have the following meanings:

- 1.1 “**alter, altered or alteration**” shall mean any change to a sign with the exception of:
- (a) a change in the message displayed by a sign;
  - (b) the re-arrangement of numerals, letters or graphic applied directly to the face of a sign specifically designed and intended to be periodically rearranged; or
  - (c) the repair and maintenance of a sign.
- 1.2 “**awning sign**” shall mean a *sign* in the form of a roof-like cover comprised of cloth, plastic or other non-rigid material mounted on a frame attached to the wall of a building but does not include a canopy *sign* or a freestanding canopy *sign*.
- 1.3 “**banner sign**” shall mean a *sign* constructed of a non-rigid material attached to a building or structure, but shall not include a flag, a *feather banner sign*, or an *awning sign*;
- 1.4 “**Commercial Zone**” shall mean a Commercial Zone as identified in the Zoning By-law;
- 1.5 “**canopy sign**” shall mean a *sign* affixed to a permanent rigid structure with or without supporting columns attached to and projecting from the exterior face of a building but does not include an *awning sign* or *freestanding canopy sign*.
- 1.6 “**construction sign**” shall mean a *sign* on a lot or a premises that identifies the contractor, builder or construction company and/or combination thereof involved in the ongoing construction, demolition or maintenance on that *lot* or *premises*.
- 1.7 “**corner lot**” shall mean a *lot* situated at the intersection of and abutting two (2) or more *streets* or two (2) parts of the same *street* provided that the angle of intersection of such *streets* or parts thereof is not more than one hundred and thirty-five (135) degrees.
- 1.8 “**Council**” shall mean the council of The Corporation of the Town of Aurora.
- 1.9 “**daylight triangle**” means an area determined by measuring, from the point of intersection of street lines on a corner lot, the distance of ten (10.0) meters along each such street line and joining such points with a straight line to form a triangular-shaped area between the intersecting street lines and the straight line joining the points at the required distance along the street lines.
- 1.10 “**development area**” shall mean an area which is appropriately zoned for the advertised development or for which a valid application to permit such development is under consideration by the Town.
- 1.11 “**development sign**” shall mean a *sign erected* on any lands, buildings or structures within a *development area* which displays a message or information regarding a development in progress or a proposed development but does not include a *residential development sign*.
- 1.12 “**directional sign**” shall mean a *sign* which provides direction to a place,

regulates traffic or designates the location of a parking or loading area and bearing no commercial advertising.

- 1.13 “**Director**” shall mean the Director of Building and By-law Services of the Town or their authorized designate or successor.
- 1.14 “**drive-through facility**” shall mean a building or structure or part thereof where goods, food or services are offered to the public by way of a service window or kiosk while the patrons are in a parked or in a stationary vehicle, and where goods, money or materials are exchanged in a designated stacking lane.
- 1.15 “**dynamic sign**” shall mean the portion of a *sign* on which the display message is changed more than once per day either manually or electronically.
- 1.16 “**Election Day**” shall means the day on which the final vote is to be taken in an election;
- 1.17 “**election sign**” shall mean a sign that is entirely intended to advertise or promote a candidate in a municipal, provincial or federal political election.
- 1.18 “**erect, erected or erection**” shall mean the placement, installation or relocation of any sign or part thereof.
- 1.19 “**feather banner sign**” shall mean a *sign* constructed of non-rigid material attached to the ground and supported on a horizontal rigid curved pole but does not include a flag.
- 1.20 “**free standing canopy sign**” shall mean a *sign* affixed to a permanent rigid structure providing protection from the weather supported on columns and not enclosed on any of its sides.
- 1.21 “**ground sign**” shall mean a *sign, erected* in a fixed location and supported by one or more uprights, poles, braces, or on a structural base placed in or upon the ground, but does not include a *third party sign*.
- 1.22 “**height**” shall mean the vertical distance measured from the average grade immediately below the sign to the highest point of the sign or *sign structure*, whichever is greatest.
- 1.23 “**inflatable sign**” shall mean a *sign* whose structural integrity is maintained through air pressure.
- 1.24 “**lot**” shall mean a parcel or contiguous parcels of land under one ownership.
- 1.25 “**menu board**” shall mean a sign *erected* as part of a drive-thru facility and used to display and provide pricing for goods, food and/or services available at the *premises*.
- 1.26 “**mobile sign**” shall mean any *sign* mounted on a trailer or other supporting device which is designed to be transported from one site to another but shall not include a licensed vehicle.
- 1.27 “**mural sign**” shall mean any type of display or artistic endeavour applied as paint, film or any other covering to any external wall or other integral part of a building or structure.

- 1.28 “**Ontario Building Code**” shall mean the Ontario Building Code established under the *Building Code Act, 1992*, S.O. 1992, c. 23, as amended or successor legislation thereof;
- 1.29 “**open house real estate sign**” shall mean a *sign* intended to direct traffic to a residence for sale or lease but shall not include a *residential development sign*.
- 1.30 “**owner**” shall mean a *person* who owns or is in control of the *lot, premises*, building or other structure or part thereof, and includes a lessee or a mortgagee in possession thereof.
- 1.31 “**permit**” shall mean a permit issued under this by-law permitting the placement of a sign;
- 1.32 “**person**” shall mean an individual, association, firm, partnership, corporation, trust, incorporated company, corporation created under the *Condominium Act, 1998*, SO 1998, c 19, organization, trustee or agent, and the heirs, executors or other legal representatives of a person to whom the context can apply according to law.
- 1.33 “**pole sign**” shall mean a *sign* mounted on a pole, lamp standard, or hydro pole located on private or public property and does not include *feather banner signs*.
- 1.34 “**pre-menu board**” shall mean a sign *erected* at the entry to a *stacking lane* of a drive-thru facility and used to display goods, food and/or services available at the *premises*.
- 1.35 “**premises**” shall mean the area of a building(s) or part thereof and/or land(s) or part thereof occupied by a user or proposed to be occupied by a user. In a multiple occupancy building, each single occupancy shall be considered a separate *premises*.
- 1.36 “**projecting sign**” shall mean a *sign* other than a *wall sign* which is affixed to a building, wall or structure and which projects approximately perpendicular from same for a distance greater than 500mm but does not include a *canopy or awning sign*.
- 1.37 “**real estate sign**” shall mean a *sign* advertising the sale, rental or lease of a *lot or premises*, but shall not include *development signs*.
- 1.38 “**Region**” shall mean The Regional Municipality of York as described in the *Regional Municipality of York Act*, RSO, 1990, c R.18, as amended.
- 1.39 “**residential development sign**” shall mean a *sign erected* on any lands, buildings or structures which displays a message or information regarding a proposed or in progress residential development.
- 1.40 “**Residential Zone**” shall mean a Residential Zone as identified in the Zoning By-law;
- 1.41 “**roof sign**” shall mean a *sign erected* entirely on or above the roof of a building.
- 1.42 “**sandwich board sign**” shall mean a *sign* constructed in the shape of an A or triangle and intended to be relocated daily by a *person*.

- 1.43 “**shopping centre**” shall mean a group of commercial uses on a *lot*, which has been designed, developed and managed as a unit by a single *owner*, or a group of *owners*, with off-street parking provided on the property, as distinguished from a business area comprised of unrelated individual commercial uses.
- 1.44 “**sign**” shall mean any advertising or notification device and any visual medium including its structure and other component parts, which is used or is capable of being used to attract attention to a specific subject matter, other than itself, for identification, information, or advertising purposes.
- 1.45 “**sign area**” shall mean:
- (a) the area of the display surface including the border or the frame; or
  - (b) the aggregate area of the display surfaces lying within the extremities of and wholly enclosing the individual components of the sign, if the sign does not have a border or frame or is located on a canopy or awning; or
  - (c) where a *sign* has two display surfaces, with the thickness of the *sign* not greater than what is required to accommodate the structure and not used as a display surface, the area of one display surface;
- 1.46 “**sign structure**” shall mean the support, uprights, bracing and framework of the *sign*.
- 1.47 “**special event**” shall mean a non-profit event organized for a charitable, social, cultural, fundraising or recreational purpose.
- 1.48 “**stacking lane**” shall mean an on-site queuing lane designated for motor vehicles awaiting service from a *drive-through facility*.
- 1.49 “**street**” shall mean a public highway as defined in the *Municipal Act* and the *Highway Traffic Act*, RSO 1990, c H.8, as amended, but shall exclude a lane or any private right of way, an unopened road allowance, and a street which has not been assumed by the Town.
- 1.50 “**street line**” shall mean the cumulative length of all the boundaries separating the *lot* from any street.
- 1.51 “**third party sign**” shall mean a *sign erected* and maintained to advertise, market or promote a business, product, service or activity not conducted or produced, sold, stored or assembled within the building or upon the *lot* or *premises* on which the *sign* is *erected* and does not include off-site *residential development sign* or a *sign* advertising a *special event*.
- 1.52 “**through lot**” shall mean a *lot* bounded on two (2) opposite sides by *streets*.
- 1.53 “**Town**” shall mean The Corporation of the Town of Aurora.
- 1.54 “**unsafe sign**” shall mean a *sign* or *sign structure* which is structurally unsafe, or which constitutes a fire, traffic, or pedestrian hazard, or which impedes a means of egress from any building, *premises* or property, or otherwise constitutes a risk to the health, safety or the well-being of any *person* or property.
- 1.55 “**wall sign**” shall mean a *sign* affixed to and structurally supported on the wall of a building which is parallel to and projects not more than 500 mm from the face of the building and a structure.

- 1.56 “**zone**” shall mean a designated area of land use shown on Schedule "A" of Zoning By-law;
- 1.57 “**Zoning By-law**” shall mean The Zoning By-law of the Town of Aurora, as amended or successor by-law thereof.

**SECTION 2 - APPLICATION, INTENT & SCOPE**

- 2.1 The provisions of this By-law shall apply to all lands and property within the Town.
- 2.2 The requirements of this By-law shall not apply to the Town or any *signs erected* by a governmental body, or under the direction of such a body, such as but not limited to memorial *signs* and plaques, traffic *signs*, rail road crossing *signs*, safety *signs*, *signs* identifying public schools or public buildings, public information *signs* and other *signs* of a similar nature.
- 2.3 The intent of this By-law is to regulate signs in relation to business needs, community appearance, safety and the impact on areas, properties or buildings identified for their historical significance.
- 2.4 This By-law shall be administered by the *Director*.

**SECTION 3 - PROHIBITIONS & RESPONSIBILITIES**

- 3.1 Neither the granting of a permit, nor the review of the plans and specifications, nor inspections made by the *Town*, shall in any way relieve the *owner*, or any other *person*, from complying with any requirements set out in this By-law nor from carrying out any work required pursuant to this by-law or requirements herein.
- 3.2 No *person* shall make an application for a sign permit who is not the *owner* of the property, or the *owner's* authorized agent, to which the application applies.
- 3.3 No *person* shall knowingly submit false or misleading information or documents, or knowingly make omissions that may mislead in connection with any application for a sign permit.
- 3.4 The *owner* of the lands or *premises* upon which any *sign* or advertising device is located shall maintain or cause such sign or advertising device to be maintained in a proper state of repair so that such sign or advertising device does not become an *unsafe sign*, or unsightly in the opinion of the *Director*.
- 3.5 Signs are not permitted on public lands, except for Election Signs, Open House Real Estate Signs and signs advertising special events in accordance with the provisions of this By-law.
- 3.6 No *person* shall *erect* or maintain a *sign* upon a *lot* or *premises* unless it advertises or provides information with respect to a use that is permitted under the Zoning By-law for the lot or premises on which the sign is situated.

**SECTION 4 – ADMINISTRATION**

The Director is responsible for the administration of this by-law and is delegated the authority to receive applications and any fees established under this by-law. The Director is also authorized to issue, revoke, or refuse to issue permits, including imposing conditions thereto, in accordance with this by-law.

**4.1 SIGN PERMIT REQUIRED:**

- (a) Except as provided in Subsection 4.2, no *person* shall *erect* or cause to be *erected* or *alter* or cause to be altered a *sign* prior to obtaining a permit from the *Director*.
- (b) A *sign* permit shall not be issued to *erect* or *alter* a *sign* unless an application for the *sign* has been submitted in accordance with Subsection 4.3 and has been approved by the *Director* as being in conformity with this By-law, the Ontario Building Code and all other applicable laws and laws regulating signage.

**4.2 SIGNS NOT REQUIRING A PERMIT:**

The following signs may be erected or altered without a permit:

- (a) a single *sign* on a premises containing the name, address and profession of a resident or occupant which may incorporate hours of work, operation or availability; the aforementioned *sign* shall not be more than 0.2 m<sup>2</sup> in *sign area* and shall not include any commercial advertising;
- (b) a single identification and vacancy information *sign* on a premises for a duplex dwelling, triplex dwelling, double duplex dwelling or converted dwelling not exceeding 0.2m<sup>2</sup> in *sign area* and shall not include any commercial advertising;
- (c) no Trespassing *signs* or other *signs* regulating the use of property provided such *signs* are no more than 0.2 m<sup>2</sup> in *sign area*;
- (d) *directional signs* not exceeding 0.5 m<sup>2</sup> in *sign area* in a Residential Zone and 1 m<sup>2</sup> in *sign area* in all other zones;
- (e) flags bearing the crest or insignia of any corporation, government, agency or religious, charitable or fraternal organization;
- (f) *construction signs* not exceeding 4.6 m<sup>2</sup> in *sign area* incidental to building construction, demolition or maintenance ongoing on the lot or premises on which the sign the located;
- (g) *signs* affixed to a wall entry feature displaying the name and address of a residential or other community approved by the *Town*;
- (h) public transit shelter advertising or any advertising on *street* furniture and fixtures approved by the *Town* or *Region*;
- (i) *signs* customarily displayed on gasoline pumps which are an integral part of the pump or pump island design;
- (j) *signs* affixed to the interior side of a window in zones other than Residential Zones covering not more than 25% of the window, window section or window pane;
- (k) *signs* on a temporary sales trailer or sales office which has been approved by the *Town* through a fully executed agreement and which signs are associated with the sale of new residential units, provided the maximum area of the signs does not exceed 15.0 m<sup>2</sup> per elevation and

30.0 m<sup>2</sup> for all elevations combined;

- (l) *Real Estate Signs* and *Open House Real Estate Signs* ~~subject to requirements of Subsection 5.13 of this By-law;~~
- (m) *Election Signs* ~~subject to requirements of Subsection 5.14 of this By-law;~~
- (n) *Sandwich Board Signs* ~~subject to requirements of Subsection 5.15 of this By-law.~~

**4.3 APPLICATION REQUIREMENTS FOR A SIGN PERMIT:**

Every application for a *sign* permit shall include:

- (a) a completed application form as prescribed by the *Director*;
- (b) a fully dimensioned site plan, drawn to scale showing all property lines of the *lot* on which the *sign* is to be erected or *altered* and the location of the all existing and proposed *signs* in relation to the lot lines, buildings and other structures;
- (c) plans and specifications drawn to scale showing sufficient detail to determine compliance with this By-law and the Ontario Building Code including location, size, height and graphics of all proposed and existing *signs*, construction materials and specifications respecting structural support and framework of the *sign*; plans and specifications are to be submitted in duplicate, unless otherwise stated;
- (d) approval from the Ministry of Transportation for a *sign* that is within 400 metres of any provincial highway right of way;
- (e) approval from conservation authorities having jurisdiction within the Town of Aurora for any *ground sign* within their regulated areas;
- (f) approval from the Region for any sign that is fully or partially encroaching onto the Region's property;
- (g) full payment of the required fee and security deposit in accordance with Schedule "A" appended hereto;
- (h) notwithstanding paragraphs (b) and (c), an application for a *Mobile Sign*, a *Banner Sign* or a *Feather Banner Sign* permit shall, in lieu of the items required under paragraphs (b) and (c) include:
  - (i) Proof of insurance for *mobile signs*,
  - (ii) Written permission of the property management or the person in charge of the *lot*,
  - (iii) Wording of advertisement,
  - (iv) Proposed dates for placement and removal of *sign(s)*, and
  - (v) Information with respect to number and locations of the proposed *sign(s)*.

**4.4 REVISIONS TO APPLICATION OR PERMIT:**

- (a) Revisions prior to issuance of a *sign* permit may be made without additional charge to the applicant.



- (b) Revisions made after the issuance of a *sign* permit, requires the applicant to apply and obtain a revised *sign* permit and pay the applicable fees in accordance with Schedule "A" of this By-law.

**4.5 ABANDONED PERMIT APPLICATIONS:**

Where an application for a *sign* permit remains inactive or incomplete for six months after it is submitted, the *Director* may deem the application to have been abandoned and cancel the application.

**4.6 REVOCATION OF PERMIT:**

A permit may be revoked by the *Town* under the following circumstances:

- (a) if it was issued on mistaken, false or incorrect information;
- (b) if the construction of the *sign*, in the opinion of the *Director*, has not substantially commenced within six (6) months after issuance of the permit or it has been substantially suspended or discontinued for a period of more than six (6) months;
- (c) if it was issued in error; or
- (d) if the *owner* requests in writing that it be revoked.

**4.7 REVIEW OF PERMIT APPLICATION BY PLANNING AND DEVELOPMENT SERVICES DEPARTMENT:**

- (a) Signs requiring a permit which are proposed to be erected on a building or property that is:
  - (i) a designated property pursuant to Part IV of the *Ontario Heritage Act*, R.S.O. 1990, c. O.18;
  - (ii) located within a heritage conservation district that has been so designated by pursuant to Part V of the *Ontario Heritage Act*.";  
or
  - (iii) located within the area delineated on Schedule "B" of this By-law;

are subject to review and approval by the *Town's* Planning and Development Services Department for conformity with any applicable heritage, signage and streetscape policies, studies and guidelines, of the *Town* or otherwise, prior to the issuance of the permit.

- (b) In addition to the requirements in Subsection 4.3 of this By-law, all *sign* permit applications that are subject to review by the *Town's* Planning and Development Services Department shall be accompanied by plans drawn to scale clearly showing:
  - (i) the type, character, dimensions and design of the proposed *sign* including proposed colours, materials, lettering and fonts;
  - (ii) the proposed means of illumination; and

- (iii) any other information prescribe or required by the Planning and Development Services Department of the Town.
- (c) Provisions in Subsection 4.7 of this By-law shall not apply to Mobile Signs, *Banner Signs* and *Feather Banner Signs*.

**4.8 EFFECT OF SITE PLAN APPROVAL:**

Where a Site Plan Approval has been granted pursuant to Section 41 of the *Planning Act*, R.S.O. 1990, c P.13, as amended, all *signs* that were included in the approved Site Plan shall be deemed to comply with the provisions of this By-law with respect to area, height, location, number and type of the *sign*, but such signs are not exempt from the requirement to obtain a permit, where such a permit is required pursuant to this By-law.

**4.9 EXISTING SIGNS:**

Any *sign* that was lawfully *erected* prior to the effective date of this By-law but does not conform with one or more provisions of this By-law, may remain and continue to be used and maintained but shall not be relocated or changed in size or dimensions, unless such relocation or change would bring the *sign* into compliance with the provisions of this By-law and, where it is required by this By-law, a *sign* permit for such relocation or change has been issued.

**4.10 SIGN VARIANCES:**

Where the proposed *sign* does not comply with one or more provisions of this By-law, the applicant may choose to submit an application requesting a variance from provision(s) of this By-law in accordance with the following provisions:

- (a) **Application Requirements:** An application for variance from the provision(s) of this By-law shall be made on the form prescribed by the *Director* and shall be accompanied by the fees and documents, as set out in Schedule "A".
- (b) **Delegated Authority to Director:** The *Council* hereby delegates the authority to the *Director* to authorize *sign* variance requests that are within the scope limits outlined below:
- (i) Up to one additional *sign* on a premises over the limit prescribed elsewhere in this By-law, provided the additional *sign* meets all other provisions of this By-law and is a permitted *sign* type.

**OR**

- (ii) A combination of the following for a *sign* permitted in the By-law:
- Up to 20% increase in the maximum permitted *sign area* under this By-law, and
  - Up to 10% increase in the maximum permitted *sign height* under this By-law, and
  - Location of the *sign*, and
  - Projection of the *signs* beyond the wall of the unit, building or canopy fascia.

By-law XXXX-XX.P  
Page 11 of 32

For clarity, the Director is only authorized to permit variances to any sign within the scope of either paragraph (i) or (ii) and cannot authorize a variance to any sign under both categories.

- (c) **Evaluation Criteria:** In considering the application for a variance, the *Director* shall have regard for:
1. **Physical difficulties:** where due to special circumstances, pre-existing conditions of the building, layout or topography of the subject land, it is difficult to comply with the provisions of this By-law.
  2. **Consistency with the architectural features of the building:** where the proposed *sign* blends well with the architectural features of the building and granting the *sign* variance will result in a more aesthetically pleasing visual appearance of the building for the community.
  3. **Consistency with the character of the neighbourhood:** where the *sign* variance, if granted, will not *alter* the essential character of the neighbourhood and will have no adverse impact on the *Town's* cultural heritage.
  4. **No adverse impact to the adjacent property or general public:** Such adverse impact may include but is not limited to: illumination, obstruction of other signage, obstruction of natural light, distance to the adjacent buildings and properties, etc.
  5. **Adherence to Corporate Branding:** Where not granting a *sign* variance results in a conflict in corporate branding requirements such as updated/new logos or trademarks.
  6. **Amount of deviation:** Consideration shall be given to minimize the amount of deviation from this By-law where possible.
  7. **Impact on safety, traffic and accessibility:** The proposed *sign* variance, if granted, will not increase fire or traffic hazard or otherwise endanger public safety or negatively impact accessibility.
  8. **Result in greater convenience to the public:** Granting of the variance will result in greater convenience to the public in identifying the business location for which a *sign* variance is sought.
- (d) **Appeal to Council:** Where an application for a *sign* variance is denied by the *Director*, the applicant may choose to appeal to *Council* within 30 days of receiving the notice of decision by completing the appeal application form and paying the applicable fee, as set out in Schedule "A" of this By-law.
- (e) **Authorization by Council:** *Sign* variance applications that exceed the scope limits described in Subsection 4.10 (b) shall only be authorized by

*Council*. In such case, the *Director* shall prepare a report to *Council* outlining the evaluation results based on the criteria described in Subsection 4.10 (c) and make a recommendation to *Council*. The *Council* may uphold or vary the recommendation or make any decision.

- (f) **Decision is Final:** The decision made by *Council* pursuant to Subsection 4.10 (d) and (e) of this By-law shall be final, without any further right of appeal.

#### **SECTION 5 – GENERAL PROVISIONS**

The following provisions shall apply in all zones and to all land-use categories.

##### **5.1 RESTRICTIONS ON TYPES OF SIGNS:**

Only the following types of *signs* are allowed in the Town and subject to the applicable provisions contained elsewhere in this By-law:

- (a) *Wall signs,*
- (b) *Awning Signs,*
- (c) *Canopy Signs,*
- (d) *Free Standing Canopy Signs,*
- (e) *Projecting Signs,*
- (f) *Ground Signs,*
- (g) *Development Signs,*
- (h) *Residential Development Signs,*
- (i) *Third Party signs subject to Council approval,*
- (j) *Mural signs subject to Council approval,*
- (k) *Mobile signs,*
- (l) *Banner Signs,*
- (m) *Feather Banner Signs,*
- (n) *Real Estate Signs,*
- (o) *Election Signs,*
- (p) ~~*Sandwich Board Signs.*~~

##### **5.2 ILLUMINATION:**

- (a) *Signs* shall not be illuminated in such a way that either the *sign* or the method of illumination creates a hazard or a nuisance.
- (b) Notwithstanding any provisions contained elsewhere in this By-Law, *signs* facing and within 20 metres of properties within Residential Zones shall not be illuminated.
- (c) Where a *sign* is permitted to be illuminated, the method of illumination shall comply with the provisions contained within Section 6 of this By-law.

##### **5.3 WALL SIGNS:**

The following regulations shall apply to *wall signs*:

- (a) No *wall sign*, or part thereof, shall extend beyond the extremity of the *premises wall* upon which it is placed.
- (b) No *wall sign*, or part thereof, that projects more than 50 mm from the wall upon which it is placed shall be located less than 2.4 metres above the finished grade or floor level immediately below such *sign*.

- (c) No *wall sign*, or part thereof, shall project more than 500 mm from the wall upon which it is placed.
- (d) *Wall signs* shall only be located on the wall of the floor level having direct access to an exterior public way, except that where a premises occupies all floor levels of a multi-storey building the *wall sign* may be located above the floor level having direct access to an exterior public way.

**5.4 GROUND SIGNS:**

The following regulations shall apply to all *ground signs*:

- (a) *Ground signs* shall not be located within a 7.5 metre radius of a traffic light.
- (b) *Ground signs* shall be setback from common *lot* boundaries with adjacent *lots* a minimum of 1.5 metres or the *height* of the *sign*, whichever is greater.
- (c) *Ground signs erected* in non-Residential Zones shall be setback from the boundaries of any adjacent Residential Zone a minimum of 9.0 metres.
- (d) A *ground sign* including any part of its structure shall be setback a minimum of 1.0 metre from any driveway, unless located on a traffic island separating the lanes of a two-way driveway.
- (e) The minimum distance between *ground signs* on any one *lot* shall not be less than 15.0 metres measured along the *street line*.
- (f) No *ground sign* shall exceed 5.0 metres in any one dimension of a *sign* face.
- (g) On a *corner lot*, *ground signs* shall not be *erected* within the daylight triangle.
- (h) *Ground signs* shall not obstruct, nor encroach upon a required parking space under the Town's Zoning By-law.

**5.5 DYNAMIC SIGNS:**

- (a) *Dynamic signs* are permitted only as an integral part of a *ground sign*.
- (b) The dynamic portion of a *ground sign* shall be located in a secure enclosure or equipped with tamper-proof mechanism that prevents unauthorized *persons* to change or modify the display message.
- (c) The minimum time period between two successive message changes shall not be less than fifteen (15) seconds.
- (d) Where display message changes use light emitting diodes (LEDs) or other illumination technology, a minimum distance of fifteen (15) metres shall be maintained between the *sign* and a traffic light.

**5.6 AWNING SIGNS:**

- (a) All portions of an *awning sign* shall be located a minimum of 2.4 metres above the finished grade or floor level immediately below such *sign*.
- (a) An *awning sign* shall be designed as an integral part of the awning.
- (b) No *awning sign* shall extend beyond the limits of the awning.

**5.7 CANOPY SIGNS:**

- (b) All portions of a *canopy sign* shall be located a minimum of 2.4 metres above the finished grade or floor level immediately below such *sign*.
- (c) A *canopy sign* shall be designed as an integral part of the canopy fascia.
- (d) No *canopy sign* shall extend beyond the limits of the canopy fascia.

**5.8 FREE STANDING CANOPY SIGNS:**

- (a) All portions of a *free standing canopy sign* shall be located a minimum of 2.4 metres above the finished grade or floor level immediately below such *sign*.
- (b) *Free standing canopy signs* may extend not more than 0.6 metre above the limits of the canopy fascia.

**5.9 PROJECTING SIGNS:**

- (a) All portions of a *projecting sign* shall be located a minimum of 2.4 metres above the finished grade or floor level immediately below such *sign*.
- (b) No *projecting sign* shall have more than two *sign* faces.

**5.10 DEVELOPMENT AND RESIDENTIAL DEVELOPMENT SIGNS:**

- (a) *development signs* and *residential development signs* shall face a public highway or road;
- (b) permits for *development signs* and *residential development signs* shall expire three (3) years from the date of permit issuance;
- (c) upon receipt of written request from the applicant and prior to expiration of the permit for a *development sign* or *residential development sign*, the expiry date may be extended at the sole discretion of the *Director*;
- (d) the security collected in accordance with Schedule "A" shall be refunded when the *development sign* or *residential development sign* for which the security has been collected has been removed to the satisfaction of the *Director*;
- (e) where a *development sign* or a *residential development sign* is not removed within fourteen (14) days of the expiry date of its permit, the security collected in accordance with Schedule "A" may be used towards all costs incurred by the *Town* for the administration and removal of the *sign*.

**5.11 MOBILE SIGNS:**

No Person shall:

- (a) locate or permit the location of a *mobile sign* on any *lot*, unless the *lot* on which the mobile sign is located is zoned commercial, industrial or institutional, pursuant to the Zoning By-law, or the mobile sign is located on Town owned lands, for which approval is obtained;
- (b) locate or permit the location of a *mobile sign* on any *lot* which is not owned or leased by that *person* without a current and valid licence to carry on the business of leasing and erecting *mobile signs*, pursuant to the Town's Licensing By-law, as amended or successor legislation thereto; a business license is not required where the owner of a *lot* can demonstrate they are the owner of the *mobile sign*;
- (c) except as permitted in Subsection 5.11 (d), locate or permit the location of more than one *mobile sign* on any *lot* at any one time;
- (d) for *lots* with a *street line* greater than 75 metres or for *corner lots* with a *street line* of more than 12.2 metres, locate or permit the location of more than two *mobile signs* on any *lot* at any one time;
- (e) locate or permit the location of a *mobile sign* on any *lot* for more than twelve (12) weeks in total in a calendar year;
- (f) locate or permit the location of a *mobile sign* that is illuminated or employs any flashing or sequential light, or a mechanical or electronic device to provide or simulate motion;
- (g) locate or permit the location of a *mobile sign* on a *lot* in a manner that interferes with pedestrian or vehicular traffic;
- (h) locate or permit the location of a *mobile sign* having a maximum *height* greater than 2.7 metres;
- (i) locate or permit the location of a *mobile sign* within the daylight triangle;  
or
- (j) locate or permit the location of a *mobile sign* within 1.0 metres of a driveway or a common lot line with adjacent *lots*.

**5.12 BANNER / FEATHER BANNER SIGNS:**

No *Person* shall:

- (a) locate or permit any *banner signs* or *feather banner signs* in any Residential Zone<sup>[SS1]</sup>;
- (b) locate or permit the location of more than two *banner signs*, *feather banner signs* or any combination thereof per *premise*;
- (c) locate or permit the location of *banner signs* and/or *feather banner signs* in excess of eight (8) weeks per calendar year in total per *premise*;
- (d) locate or permit the location of a *banner sign* or *feather banner sign* on *Town's Property* or a property other than where the business is being conducted;
- (e) locate or permit the location of a *banner sign* anywhere except on the façade or wall of the *premises* where the business is being conducted;

- (f) locate or permit the location of a *banner sign* or a *feather banner sign* larger than 3.4 m<sup>2</sup> in *sign area*;
- (g) locate or permit a *banner sign* to be located lower than 2.4 metres from the grade of the *premises*;
- (h) locate a *feather banner sign* having a *height* of more than 2.4 metres; or
- (i) locate or permit the location of *banner sign* or a *feather banner sign* so as to impede pedestrian access and travel.

**5.13 REAL ESTATE SIGNS:**

No Person shall:

- (a) locate or permit the location of a *real estate sign* advertising the sale, rental or lease of the *lot* or *premises* exceeding 1.0 m<sup>2</sup> in *sign area* in any Residential Zone;
- (b) for any *lot* in a non-Residential Zone having a *street line* of 30.4 metres or less, locate or permit the location of a *real estate sign* exceeding 2.0 m<sup>2</sup> advertising the sale, rental, or lease of the *lot*, or *premises*, on which the said *sign* is located;
- (c) for any *lot* in a non-Residential Zone having a *street line* of more than 30.4 metres, locate or permit the location of a *real estate sign* exceeding 3.0 m<sup>2</sup> advertising the sale, rental, or lease of the *lot*, or *premises*, on which the said *sign* is located;
- (d) locate or permit the location of more than one *real estate sign* per *lot*;
- (e) locate or permit a *real estate sign* to extend beyond the property lines or within the daylight triangle;
- (f) locate or permit a *real estate sign* within 1.0 metres of a common lot line with adjacent *lots*;
- (g) locate or permit the location of a *real estate sign* on a *lot* for more than thirty (30) days after the *premises* or *lot* has been advertised as sold, rented or leased;
- (h) erect, or permit to be erected, an open house *real estate sign* exceeding 0.5 m<sup>2</sup> in *sign area*; or
- (i) locate or permit an *open house real estate sign* to be displayed for more than twenty-four (24) hours.

**5.14 ELECTION SIGNS:**

For the purposes of this subsection, an intersection shall mean the Town owned lands within fifty (50) metres of the point of intersection of the centre lines of the intersecting streets and shall exclude any roadways and areas used for vehicular traffic, any centre median, roundabouts, traffic circles and traffic islands.



By-law XXXX-XX.P  
Page 17 of 32

- (a) *election signs* shall not be erected prior to 10:00 am on the 28th day before Election Day;
- (b) Candidates must remove all of their *Election signs* within seventy-two (72) hours following the closing of polls on Election Day;
- (c) *election signs* may not exceed 1.49 m<sup>2</sup> in *sign area* or have any dimension of the *sign face* exceeding 1.22 metres;
- (d) a maximum of one (1) *election signs* per candidate is allowed on any one (1) private lot or premises;
- (e) *election signs* are not allowed on Town owned lands except that each candidate is allowed to erect a maximum of two (2) *Election Signs* on each intersection listed in the Schedule "C" of this By-law, with not more than one (1) *Election Sign* per each corner of an intersection;
- (f) *election signs* shall not obstruct pedestrian and vehicle sight lines;
- (g) no *person* shall *erect* or maintain *election signs* that are in contravention of the *Elections Act*, the *Municipal Elections Act* or any other relevant legislation;
- (h) any *election sign* found to be in violation of this By-law is subject to seizure by the Town and any such seized signs shall be stored up to thirty (30) days after the Election Day; a candidate, or any person acting on the behalf of a candidate, may retrieve a sign stored by the Town but the Town may destroy or otherwise dispose of any election sign that has not been retrieved within the aforementioned thirty (30) day period without notice or compensation to any person.

**5.15 SANDWICH BOARD SIGNS:**

- ~~(a) no person shall locate or permit any sandwich board signs in any Residential Zone<sup>ss2</sup>;~~
- ~~(b) sandwich board signs are only permitted for premises that are not facing the street or the exposure to the street is obstructed by a building or structure, or a part thereof;~~
- ~~(c) only one sandwich board sign is allowed per premise;~~
- ~~(d) a sandwich board sign shall not exceed 1 m<sup>2</sup> in sign area per side;~~
- ~~(e) sandwich board signs are only permitted to be located on the lot on which the business being advertised or publicized is being conducted;~~
- ~~(f) sandwich board signs shall be removed at the close of each business night;~~
- ~~(g) no person shall locate or erect a sandwich board sign on a property where a mobile sign permit is issued to the same business on the same premises.~~

**5.16 SIGNS ADVERTISING A SPECIAL EVENT:**

Notwithstanding the provisions contained elsewhere in this By-law, the *Director*

may authorize *signs* that advertise a *special event* and are in accordance with the following provisions:

- (a) *signs* advertising a *special event* shall not include commercial advertising except to identify sponsors of the event; and
- (b) *signs* that advertise a *special event* shall not be *erected* two (2) weeks prior to the event and shall be removed four days after the last day of the event.

**SECTION 6 – ADDITIONAL REQUIREMENTS RELATED TO ZONE AND LAND-USE**

**6.1 REQUIREMENTS FOR SIGNS IN:**

Signs requiring a permit are not allowed in any Residential Zones, unless:

- (a) on a lot containing a Residential Apartment Building and such sign is in compliance with the requirements provided in Table 6.1(a); or
- (b) on a lot zoned as R5 Exception Zone where a building contains commercial uses and such sign is in compliance with the requirements provided in Table 6.1(b).

Table 6.1(a) - Signs Permitted on Residential Apartment Building Lots/Premises				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
Wall, Awning or Canopy Signs	One (1) per apartment building	9 m <sup>2</sup>	N/A	Internally or Externally except that Awning Signs are only allowed to be illuminated externally
Ground Signs	One (1) per apartment building	2.4 m <sup>2</sup>	4.0 m	Internally or Externally

Table 6.1(b) - Signs Permitted on Commercial Use Lots/Premises in R5 Zones				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
Wall, Awning or Canopy Signs	One (1) per lot	0.25 m <sup>2</sup> per horizontal linear metre of the wall where the sign is located up to maximum sign area of 1.25 m <sup>2</sup>	N/A	Externally
Projecting Signs	One (1) per lot	0.75 m <sup>2</sup>	N/A	Externally

By-law XXXX-XX.P  
 Page 19 of 32

<i>Ground Signs</i>	One (1) per lot with minimum <i>street line</i> of 12.2 m	1.5 m <sup>2</sup> for single tenant building  2.0 m <sup>2</sup> for multi-tenant building	2.0 m for single tenant building  2.4 m for multi-tenant building	Externally
---------------------	---	---	---	------------

DRAFT

**6.2 REQUIREMENTS FOR SIGNS IN COMMERCIAL ZONES**

Except for signs provided for in subsections 6.3 or 6.4, the sign types listed below in Table 6.2, in addition to any other requirements in this By-law, have to comply with the requirements provided in Table 6.2:

Table 6.2 - Signs Permitted in Commercial Zones				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
<i>Wall, Awning or Canopy Signs</i>	N/A	35 m <sup>2</sup> , provided that the total aggregate area of all signs in any one direction does not exceed 0.75 m <sup>2</sup> per horizontal linear metre of the premise wall on that direction	N/A	Internally or Externally except that <i>Awning Signs</i> are only allowed to be illuminated externally
<i>Projecting Signs</i>	One (1) per premise	2.0 m <sup>2</sup>	N/A	Externally
<i>Ground Signs</i>	One (1) for properties with a lot street line from 12.2 m up to 75 m;  Two (2) for properties with street line greater than 75 m; and  One (1) additional ground sign for properties on a corner lot with a minimum street line of 12.2 m  No ground signs are permitted in C1 or C2 Zones	10 m <sup>2</sup>	7.5 m	Internally or Externally

**6.3 SIGNS PERMITTED IN SHOPPING CENTRES:**

Sign types listed below in Table 6.3 that are erected in shopping centres, but not located:

- (a) on a shopping centre located in a Local Commercial C1 Zone or a Central Commercial C2 Zone, as designated in the Zoning By-law, or
- (b) or on a shopping centre with a lot area less than 1.0 hectare,

shall comply with the requirements provided in Table 6.3.

Table 6.3 - Signs Permitted in <i>Shopping Centres</i>				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
<i>Wall, Awning or Canopy Signs</i>	N/A	35 m <sup>2</sup> , provided that the total aggregate area of all signs in any one direction does not exceed 0.75 m <sup>2</sup> per horizontal linear metre of the premises' wall on that direction	N/A	Internally or Externally except that <i>Awning Signs</i> are only allowed to be illuminated externally
<i>Ground Signs</i>	One (1) for properties with a street line from 12.2 m to 100 m,  Two (2) for properties with a street line greater than 100 m; and  One (1) additional ground sign for properties on a corner lot with a minimum street line of 12.2 m	10 m <sup>2</sup> for a lot area of 1.0 ha to 4.0 ha  18 m <sup>2</sup> for a lot area greater than 4.0 ha	9.0 m	Internally or Externally

**6.4 SIGNS PERMITTED FOR AUTOMOBILE SERVICE STATIONS OR GAS BARS, INCLUDING A CAR WASH:**

Sign types listed below in Table 6.4 that are erected on Automobile Services Stations or Gas Bars (including car washes), shall comply with the requirements provided in Table 6.4. However, provisions out this subsection shall not apply to signs customarily displayed on gasoline pumps which are an integral part of the pump or pump island design.

Table 6.4 – Signs Permitted for Automobile Service Stations or Gas Bars				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
<i>Wall, Awning or Canopy Signs</i>	N/A	35 m <sup>2</sup> , provided that the total aggregate area of all signs in any one direction does not exceed 0.75 m <sup>2</sup> per horizontal linear metre of the premises wall on that direction	N/A	Internally or Externally except that <i>Awning Signs</i> are only allowed to be illuminated externally

<i>Free Standing Canopy Signs</i>	Signs are permitted on the fascia of one (1) <i>free standing canopy</i> of an Automobile Service Stations or Gas Bars	50% of the canopy fascia; provided that the total aggregate area of all signs in any one direction does not exceed 0.75 m <sup>2</sup> per horizontal linear metre of the canopy fascia on that direction	N/A	Internally or Externally
<i>Ground Signs</i>	One (1) for a lot with a minimum <i>street line</i> of 12.2 m; and  One (1) additional for a <i>corner lot</i>	10 m <sup>2</sup> plus an additional 2.5 m <sup>2</sup> for posting price of the gas and/or other associated accessories	7.5 m	Internally or Externally

**6.5 ADDITIONAL SIGNS FOR DRIVE-THROUGH FACILITIES:**

Sign types listed below in Table 6.5 that are located on premises with drive-through facilities shall be permitted at such premises provided that they comply with the requirements provided in Table 6.5.

<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Area</b>	<b>Maximum Height</b>	<b>Permitted Illumination Method</b>
<i>Pre-menu board</i>	One (1) per each <i>stacking lane</i>	2.0 m <sup>2</sup>	2.5 m	Internally or Externally
<i>Menu board</i>	One (1) per each <i>stacking lane</i>	4.0 m <sup>2</sup>	2.5 m	Internally or Externally

**6.6 SIGNS PERMITTED IN INDUSTRIAL ZONES:**

Sign types listed below in Table 6.6 located in Industrial Zones, as identified and described in the Zoning By-law, shall comply with the provisions contained within Table 6.6.

<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Area</b>	<b>Maximum Height</b>	<b>Permitted Illumination Method</b>
<i>Wall, Awning or Canopy Signs</i>	N/A	20 m <sup>2</sup> , provided that the total aggregate area of all signs in any one direction does not exceed 0.75 m <sup>2</sup> per horizontal linear metre of the premises wall on that direction	N/A	Internally or Externally except that <i>Awning Signs</i> are only allowed to be illuminated externally
<i>Projecting Signs</i>	One (1) per premises	0.5 m <sup>2</sup>	N/A	None

<i>Ground Signs</i>	One (1) for properties with a <i>street line</i> from 12.2 m to 75 m,  Two (2) for properties with a <i>street line</i> greater than 75 m; and  One (1) additional ground <i>sign</i> for properties on a <i>corner lot</i> with a <i>street line</i> greater than 300 m	0.3 m <sup>2</sup> per linear metre of the <i>street line</i> to a maximum of 10 m <sup>2</sup>	7.5 m	Internally or Externally
---------------------	--	---	-------	--------------------------

**6.7 SIGNS PERMITTED IN A BUSINESS PARK ZONE:**

- (a) *Signs* for commercial uses located in a Business Park Zone, as identified and described in the Zoning By-law, are permitted in accordance with the provisions of Subsection 6.2 “Signs Permitted in a Commercial Zone”.
- (b) *Signs* for industrial uses located in a Business Park Zone, as identified and described in the Zoning By-law, are permitted in accordance with the provisions of Subsection 6.6 “Signs Permitted in an Industrial Zone”.

**6.8 SIGNS PERMITTED IN INSTITUTIONAL ZONES:**

Sign types listed below in Table 6.8 located in Industrial Zones, as identified and described in the Zoning By-law, shall comply with the provisions contained within Table 6.8.

Table 6.8 - Signs Permitted in Institutional Zones				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
<i>Wall, Awning or Canopy Signs</i>	N/A	35 m <sup>2</sup> , provided that the total aggregate area of all <i>signs</i> in any one direction does not exceed 0.75 m <sup>2</sup> per horizontal linear metre of the <i>premises’</i> wall on that direction	N/A	Internally or Externally except that <i>Awning Signs</i> are only allowed to be illuminated externally
<i>Projecting Signs</i>	One (1) per <i>premise</i>	0.5 m <sup>2</sup>	N/A	None
<i>Ground Signs</i>	One (1) per <i>premise</i>	4.0 m <sup>2</sup>	4.0 m	Internally or Externally

**6.9 SIGNS PERMITTED IN RURAL, OPEN SPACE OR ENVIRONMENTAL PROTECTION ZONES:**

Sign types listed below in Table 6.9 located in Rural, Open Space or Environmental Protection Zones, as identified and described in the Zoning By-law, shall comply with the provisions contained within Table 6.9.

Table 6.9 - Signs Permitted in Rural, Open Space or Environmental Protection Zones				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
<i>Ground Signs</i>	One (1) per lot	2.2 m <sup>2</sup>	4.0 m	Internally or Externally
<i>Additional Ground Signs for Rural Zones</i>	Two (2) per lot, each advertising the sale of edible farm produce grown on the premises	1.0 m <sup>2</sup>	4.0 m	Internally or Externally

**6.10 DEVELOPMENT<sup>[SS5]</sup> SIGNS:**

- (a) *Development signs* shall be located within the advertised development.
- (b) *Development signs* shall be in the form of a *wall sign* or a *ground sign*.
- (c) *Development signs* are only allowed to be illuminated externally.
- (d) The maximum number, area and height of *development signs* shall be in accordance with the requirements of the applicable use category of the development on which the sign is to be erected, as specified elsewhere in Section 6 of this By-law.

**6.11 RESIDENTIAL DEVELOPMENT SIGNS:**

*Residential development signs* shall comply with the provisions contained within Table 6.11.

Table 6.11 – Residential Development Signs				
Sign Type	Maximum Number	Maximum Area	Maximum Height	Permitted Illumination Method
<i>Residential Development Signs located on the site on which development is being conducted</i>	Two (2) ground or wall signs per builder	Total combined sign area per builder shall not exceed 20 m <sup>2</sup>	7.5 m	Externally
<i>Residential Development Signs not located on the site on which development is being conducted</i>	Two (2) ground signs in total	20 m <sup>2</sup> for each sign	7.5m	Externally

**SECTION 7 - ENFORCEMENT**

The *Director* and Municipal Law Enforcement Officers of the *Town* are hereby delegated the authority to enforce this By-law, including the authority to conduct inspections of *sign(s)* pursuant to this By-law, the *Municipal Act*, as amended, and any other enacted



applicable by-law or legislation.

**7.1 POWER OF ENTRY AND INSPECTION:**

- (a) The Town may at any reasonable time enter upon any land for the purpose of carrying out an inspection to determine whether the following are being complied with:
  - (i) this By-law;
  - (ii) any direction or order under this by-law;
  - (iii) any condition on a permit issued under this By-law; or
  - (iv) an order issued under Section 431 of the Act.
- (b) Submission of an application is deemed consent of the *owner* for the Town to enter onto the lands and premises that are subject to an application for a permit at any reasonable time for the purpose of carrying out an inspection under paragraph (a).
- (c) Where an inspection is conducted pursuant to this section, the Town may:
  - (i) require the production for inspection of documents or things relevant to the inspection;
  - (ii) inspect and remove documents or things relevant to the inspection for the purpose of making copies and extracts;
  - (iii) require information from any *person* concerning a matter related to the inspection; and
  - (iv) alone or in conjunction with a *person* possessing special or expert knowledge, make examinations or take tests, samples or photographs necessary for the purpose of the inspection.
- (d) No person shall hinder or obstruct or attempt to hinder or obstruct the Town, its employees, officers or agents from carrying out any powers or duties under this By-law.
- (e) No person shall decline or neglect to give, produce or deliver any access, information, document or other thing that is requested by the Town pursuant to this by-law.

**7.2 SEIZURE:**

When the Town finds a *banner sign, mobile sign, sandwich board sign, real estate sign* or any other *sign* that is not permanently affixed and that is in violation of this By-law, the Town may seize any such sign that is violation of this By-law, with or without notice, and store, dispose or destroy any such seized sign at the discretion of the Director.

**7.3 ORDER:**

- (a) Where the Director or any Municipal Law Enforcement Officer is satisfied that a contravention of this by-law or a permit has occurred, such Director or Municipal Law Enforcement Officer may make an order requiring that the person who caused or permitted such contravention, or the owner or occupier of the land on which the contravention occurred, to discontinue the contravening activity and/or to do work to correct the contravention.
- (b) An order pursuant to paragraph (a) shall set out the following:
  - (i) the municipal address and/or the legal description of the land or premises on which the contravention occurred;

- (ii) reasonable particulars of the contravention;
  - (iii) what is required of the person subject to the order (i.e., what activity is to be seized and/or actions or work to be done);
  - (iv) the date by which there must be compliance with the order and/or, if any work is ordered, the date by which any such work must be done;
  - (v) if any work is required to be done, a statement that if such work is not done in compliance with the order and within a specified time period, the Town will have the work done at the expense of the person directed or required to do it; and
  - (vi) information regarding the Town's contact person.
- (c) An order pursuant to this section shall be deemed to have been received upon:
- (i) personal service of the order to the *person* being served;
  - (ii) the day after posting a copy of the order on the land on which the *sign* is located; or
  - (iii) the fifth (5<sup>th</sup>) day after the order is sent by registered mail to the last known address of the *owner* of the land on which the sign is located or the last known address of any other *person* in contravention of this By-law.

**7.4 REMEDIAL ACTION AND COST RECOVERY:**

- (a) Wherever this by-law or an order issued under this by-law directs or requires any matter or thing to be done by any person within a specified time period, in default of it being done by the person directed or required to do it, the action may be taken under the direction of Director or a Municipal Law Enforcement Officer at that person's expense and the Town may recover the costs incurred through a legal action or by recovering the costs in the same manner as taxes.
- (b) For the purposes of taking remedial action under paragraph (a), the Town, its staff and/or its agents may enter, at any reasonable time, upon any lands on which a default to carry out a required thing or matter occurred.
- (c) Where a security deposit has been posted for a *sign* permit, in accordance with Schedule "A", said security may be drawn upon or forfeited upon contravention of the time frame for which a permit was issued, notwithstanding 5.10 (d) herein, and said *sign* shall be considered to be unlawful.

**7.5 OFFENCE:**

- (a) Any *person* who contravenes any provisions of this By-law or an Order issued pursuant to this by-law is guilty of an offence and on conviction is liable to a fine as provided for in the *Provincial Offences Act*, R.S.O. 1990, c P.33, [the "*Provincial Offences Act*"], as amended or successor legislation thereto.
- (b) Pursuant to Subsection 429(2) of the *Municipal Act*, all contraventions of this By-law or orders issued under this By-law are designated as multiple offences and continuing offences. A multiple offence is an offence in respect of two (2) or more acts or omissions each of which separately constitutes an offence and is a contravention of the same provision of this By-law.

**7.6 CONTRAVENTIONS - FINES:**

On conviction of an offence under this By-law, a *person* is liable to a fine in accordance with section 429 of the *Municipal Act* and the following rules made pursuant to section 429 of the *Municipal Act*:

- (a) Pay a fine not exceeding the sum of Two Thousand Dollars (\$2,000.00) for each offence committed pursuant to the *Municipal Act* and the *Provincial Offences Act*;
- (b) The minimum fine for any offence under this By-law is Three Hundred Fifty Dollars (\$350.00);
- (c) In the case of a continuing offence, for each day or part of a day that the offence continues, the minimum fine shall be Three Hundred Fifty Dollars (\$350.00), and the maximum fine shall be Ten Thousand Dollars (\$10,000.00). The total of all of the daily fines for the offence may exceed One Hundred Thousand Dollars (\$100,000.00); and
- (d) In the case of multiple offences, for each offence included in the multiple offence, the minimum fine shall be Three Hundred Fifty Dollars (\$350.00) and the maximum fine shall be Ten Thousand Dollars (\$10,000.00). The total of all fines for each included offence may exceed One Hundred Thousand Dollars (\$100,000.00).

**7.7 SPECIAL FINES - NO MAXIMUM:**

In addition to fines under this section, a person convicted of an offence under this by-law may be liable to a special fine in the amount of the economic advantage or gain that such a person obtained from the contravention of this by-law.

**7.8 CONVICTION OF AN OFFENCE - ADDITIONAL REMEDY:**

Where a *person* is convicted of an offence under this By-law, the court in which the conviction has been entered, and any court of competent jurisdiction thereafter, may make an order prohibiting the continuation or repetition of the offence by the *person* convicted.

**7.9 PRESUMPTION<sup>SS6</sup> - OWNER:**

- (a) Where a sign is erected or displayed in contravention of any provision of this bylaw, any person named on the sign shall be presumed to have been the person who erected or displayed the sign, which presumption may be rebutted by evidence to the contrary.
- (b) Where a sign is erected or displayed in contravention of any provision of this bylaw, and the sign has no person's name on it, but a telephone number appears on the sign, any person to whom the telephone number is listed in a telephone directory,

including any internet directory, shall be presumed to have been the person who erected or displayed the sign, which presumption may be rebutted by evidence to the contrary.

- (c) Where a sign is erected or displayed by a corporation in contravention of any provision of this bylaw, the directors and officers of the corporation shall be presumed to have knowingly concurred in the erection or display of the sign in contravention of this bylaw, which presumption may be rebutted by evidence to the contrary.
- (d) Where an authorized officer has reasonable grounds to believe that an offence has been committed by any person, the authorized officer may require the name, address and proof of identity of that person, and the person shall supply the required information.

#### **SECTION 8 - INDEMNIFICATION**

- 8.1 Any person who posts or is responsible for a sign, regardless of whether the sign is compliant with the provision of this by-law, shall be deemed to undertake to, and shall, save harmless and indemnify the Town, its officers, employees, servants or agents from any claims associated with any injury, loss or damage to any person or property, as a result of any such sign.

#### **SECTION 9 - INTERPRETATION**<sup>[SS7]</sup>

- 9.1 In this By-law, unless the context otherwise requires, words importing the singular number shall include the plural and words importing the masculine gender shall include the feminine.
- 9.2 Any terms within this By-law that are not defined, the meaning of which may be clarified by reference to the Town's Zoning By-law, as amended, shall be interpreted by reference to the Zoning By-law.

#### **SECTION 10 - SEVERABILITY**

- 10.1 If a court of competent jurisdiction declares any provision, or any part of a provision, of this By-law to be invalid or to be of no force and effect, it is the intention of the Town in enacting this By-law that such provision or part of a provision shall be severable, and such a decision shall not affect the validity of the remaining sections, subsections, clauses or phrases of this By-law..

#### **SECTION 11 - CONFLICT**

- 11.1 Where there is a conflict of the provisions between this By-law and any other By-law of the *Town* with respect to signs, the provisions of this by-law shall prevail.

#### **SECTION 12 - SHORT TITLE**

By-law XXXX-XX.P  
Page 29 of 32

12.1 This By-law shall be known and may be cited as the "Sign By-law".

**SECTION 13 - GENERAL**

13.1 Section headings in this By-law are not to be considered part of this By-law and are included solely for the convenience of reference and are not intended to be full or accurate descriptions of the sections of this By-law to which they relate.

13.2 By-laws 4897-07.P and 4898-07.P, as amended, be and are hereby repealed.

13.3 This By-law shall come into full force and effect on the date of final passage hereof[sss].

READ A FIRST AND SECOND TIME THIS xx<sup>th</sup> DAY OF MONTH, 2015.

READ A THIRD TIME AND FINALLY PASSED THIS xx<sup>th</sup> DAY OF MONTH, 2015.

---

GEOFFREY DAWE, MAYOR

---

STEPHEN M.A. HUYCKE, TOWN CLERK

By-law XXXX-XX.P  
Page 30 of 32

**SCHEDULE "A"**

**FEES AND SECURITIES**

DRAFT

By-law XXXX-XX.P  
Page 31 of 32

**SCHEDULE "B"**

SPECIAL SIGNS AREA

DRAFT

By-law XXXX-XX.P  
Page 32 of 32

**SCHEDULE "C"**

**INTERSECTIONS ON WHICH ELECTIONS SIGNS ARE PERMITTED**

DRAFT





100 John West Way  
Box 1000  
Aurora, Ontario  
L4G 6J1  
Phone: 905-727-3123 ext. 4742  
Email: Alerullo@aurora.ca  
www.aurora.ca

**Town of Aurora**  
**Planning & Development Services**

## MEMORANDUM

**DATE:** November 12, 2015  
**TO:** Economic Development Advisory Committee  
**FROM:** Anthony Ierullo, Manager of Long Range and Strategic Planning  
**RE:** **Activity Report**

---

### RECOMMENDATIONS

*THAT the memorandum regarding Activity Report be received for information.*

### BACKGROUND

#### Inquiries

The Economic Development Office received 11 investor inquiries between September 1, 2015 and November 1, 2015. The nature of these inquiries were related to:

- Five proposed hotel uses
- Four proposed manufacturing uses
- One proposed commercial use
- One proposed institutional use

#### Business Openings

The Town of Aurora's Economic Development Office was advised of 10 new business openings between August 15, 2015 and October 15, 2015. Please join me in welcoming the following businesses to Aurora:

- FIT BODY BOOT CAMP  
255 Industrial Parkway South, Unit 7  
(905) 900-0744  
www.fitbodyaurora.com
- SMILES DENTAL BY DR. GOODLIN AND DR. SHASHA  
15213 Yonge St., Suite 6  
(905) 727-6453  
www.smilesdental.ca

November 12, 2015

-2-

Activity Report

---

- THE KITCHEN BY FOOD IN MOTION  
4 Vata Court, Unit 4  
(905) 503-3462  
[www.foodinmotion.ca](http://www.foodinmotion.ca)
  
- CANA BEE BABY  
91 First Commerce Dr., Unit 2  
(905) 727-8228  
[www.canabeebaby.com](http://www.canabeebaby.com)
  
- HWY-LAW PARALEGAL SERVICES  
238 Wellington St. East, Suite 218  
(905) 841-9900  
[www.hwy-law.com](http://www.hwy-law.com)
  
- LA FITNESS  
15650 Bayview Ave.  
(289) 648-3973  
[www.lafitness.com](http://www.lafitness.com)
  
- FOOD & PHARMA EQUIPMENT INC.  
155 Edward St. Unit 2  
(416) 712-7412  
[www.foodandpharmainc.com](http://www.foodandpharmainc.com)
  
- ROYAL COURTYARDS  
170 Industrial Parkway North  
(905) 503-6633
  
- MASSAGE ADDICT  
265 Edward St., Unit 18  
(905) 900-0760  
[www.messageaddict.ca/aurora](http://www.messageaddict.ca/aurora)
  
- WELL CONNECTED  
Home office in Aurora  
(416) 816-4302  
[www.wellconnectedtoday.com](http://www.wellconnectedtoday.com)

### **Upcoming Events**

- RNC Employment Services: Deepak Manchanda (guest speaker), Nov 19, 2015
- YSBEC: Business Thrives Conference & Expo, Kettleby, Nov 24, 2015
- Aurora Chamber: Recruiting and Selecting Top Talent, Nov 27, 2015
- YSBEC: How to Start a Small Business, YR Admin Centre, Dec 2, 2015
- YSBEC Conference: Road Map to Digital Success, East Gwillimbury, Dec 3, 2015



100 John West Way  
Box 1000  
Aurora, Ontario  
L4G 6J1  
Phone: 905-727-3123 ext. 4742  
Email: aierullo@aurora.ca  
www.aurora.ca

**Town of Aurora**  
**Planning & Development Services**

## **MEMORANDUM**

**DATE:** Thursday November 12, 2015  
**TO:** Economic Development Advisory Committee  
**FROM:** Anthony Ierullo, Manager of Long Range & Strategic Planning  
**RE:** Aurora Promenade Community Improvement Plan Update

---

### **RECOMMENDATIONS**

***THAT the memorandum regarding the Aurora Promenade Community Improvement Plan (CIP) Update be received for information.***

### **BACKGROUND**

The Town reviewed two applications for funding under the CIP in 2014. The applications were processed and are proceeding. The Town also anticipates an additional two to three applications for funding in 2015 based on discussions with active property owners.

### **Promotion of the Plan**

Planning & Development Services staff continue to work with landowners in the CIP area to promote and provide guidance with respect to the Financial Incentive Programs of the CIP. Upon approval, the CIP was advertised in the Aurora Chamber of Commerce publication. A marketing brochure was also prepared in order to encourage participation and uptake. This brochure will be mailed to landowners/business owners in the CIP area. Furthermore, staff visited and will continue to visit businesses in the CIP area in order to promote and draw awareness to the Plan. As previously mentioned, based on discussions with landowners, it is anticipated that two to three applications should be filed by the end of 2015.

### **CIP Financial Incentive Program Application Evaluation**

The process for reviewing an application for CIP funding begins with a review from Planning & Development Services staff who evaluates the application based on the criteria prescribed in the CIP. The application then proceeds to an Evaluation Committee Meeting, which are scheduled by-monthly. The application, along with the recommendations from both staff and the Evaluation Committee, proceeds to Council for either approval or refusal. The Evaluation Committee is made up of:

- The Mayor
- 1 Councillor

November 12, 2015

-2-

CIP Update

---

- Director of Planning & Development Services
- Manager of Strategic & Long Range Planning
- Director of Building & By-law Services
- Aurora Chamber of Commerce



**EXTRACT FROM  
COUNCIL MEETING OF  
TUESDAY, OCTOBER 13, 2015**

**7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION**

Items 1 (with the exception of sub-item 4), 2, 4, 5, and 6 were identified as items not requiring separate discussion.

**Moved by Councillor Pirri  
Seconded by Councillor Humfryes**

THAT the following recommendations with respect to the matters listed as “Items Not Requiring Separate Discussion” be adopted as submitted to Council and staff be authorized to take all necessary action required to give effect to same:

**1. General Committee Meeting Report of October 6, 2015**

THAT the General Committee meeting report of October 6, 2015, be received and the recommendations carried by the Committee be approved:

**(6) Economic Development Advisory Committee Meeting Minutes of September 10, 2015**

THAT the Economic Development Advisory Committee meeting minutes of September 10, 2015, be received for information.

**CARRIED**