

TO:	CHAIR AND MEMBERS COMMUNITY & PROTECTIVE SERVICES COMMITTEE MONDAY OCTOBER 28, 2013
FROM:	GEORGE KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT & COMPLIANCE SERVICES & CHIEF BUILDING OFFICIAL
SUBJECT:	REQUEST BY: SPEYSIDE EAST CORP. FOR COMPANY LOGO TO BE INSTALLED ON ROUNDABOUT GATEWAY WALL FEATURE AT THE INTERSECTION OF TILLMAN ROAD/RALEIGH BOULEVARD IN THE TALBOT VILLAGE SUBDIVISION

RECOMMENDATION

That, on the recommendation of the Managing Director, Development & Compliance & Chief Building Official:

- a) The request by Speyside East Corp. to permit the placement of two permanent Company emblems each approximately 0.13 m² (1.4 ft²) in sign face area to be displayed on the approved roundabout gateway wall located at the intersection of Tillman Road/Raleigh Boulevard in the Talbot Village Subdivision, **BE RECEIVED** for information purposes and direction.

PURPOSE AND EFFECT OF RECOMMENDED ACTION

To assist Committee and Council in its decision, the report below is provided for information purposes.

Under the Sign and Canopy By-law, Part 10.1 “Prohibited Signs”:

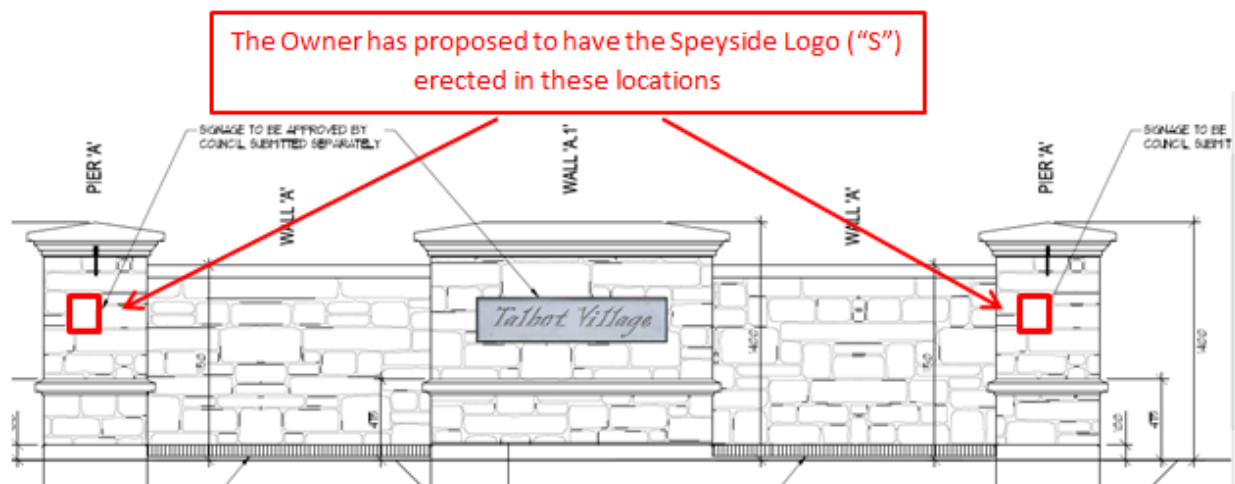
“(k) a sign, other than an official sign, that is located on a road allowance and attached to any utility pole or to any other official sign structure, unless such attachment is authorized by Council or any other body having jurisdiction in the matter.”

Under the Sign and Canopy By-law, Part 3.1 “Definitions” an “Official Sign” is defined as:

"OFFICIAL SIGN" means a sign required by law or, in respect of publicly-owned property, permitted by or erected as the result of a direction, decision or law of the elected representatives of the federal, provincial or municipal governments (other than minor variances to this by-law as authorized by statute), including library boards, boards of health or education, hospitals, universities, colleges and public utilities;

Once assumed by the municipality, the wall feature located within the roundabout will be owned and maintained by the City. The gateway wall feature at the entryway to the development will function as a placemaking feature and assist in identifying the area at the entryway into this neighbourhood. This type of feature and neighbourhood identification is an accepted practice in the City, as in most municipalities throughout the province.

Notwithstanding the appropriateness of gateway features at the entryway to new neighbourhoods, the inclusion of book-end company emblems on this feature to promote and advertise the neighbourhoods developer is not consistent with the existing practices and By-laws within the City of London and most Cities contacted when preparing this report. A third party advertising sign as part of an ‘Official sign’ is not permitted within the current By-law.



Staff recommend refusal of the proposed addition to include the developers emblems as signage for the following reasons:

1. The intent of the City’s Sign and Canopy By-law is to create fair and equitable regulations for the display of signs. This proposal is a “prohibition” under the Sign and Canopy By-law and the applicant has not provided any hardships that would necessitate support or justification to provide relief from the By-law. Staff do not consider the sole desire to display this signage as justification to support an application for permits for this type of signage. The inclusion of this type of signage **in the road allowance** as part of the gateway feature and an official sign under the current Sign and Canopy By-law located within the road allowance requires the direction and authorization by Council.
- **Other Municipalities**

The Building Division researched other municipalities as to whether or not their Sign By-law permitted third party advertising of this nature within the road allowance, specifically as part of a subdivision gateway feature; the following list identifies their positions.

Burlington	Prohibited unless approved by Council
Mississauga	Prohibited unless approved by Council
Barrie	Prohibited in the public road allowance
Kitchener	Prohibited in the public road allowance
Waterloo	Prohibited in the public road allowance
Windsor	Prohibited unless approved by Council

It should be noted that the Sign and Canopy By-law allows for the developer to promote their company during construction and prior to assumption by means of ground signs. This proposal however entails permanent signage, post subdivision assumption and on the City road allowance

Examples cited by the proponent where private corporate logos or company names are located within gateway features in the City Right of Ways were never granted approval or included in any submitted subdivision agreement documentations reviewed or approved by administration. The examples cited by the proponent are either located on noise walls or features located on private property or placed on features within the road allowance without any formal request or approval granted.

Should Council grant approval, the following Requirements under the By-law should be considered:

- License agreement that is renewable annually

• Sign and Canopy Permit that can be accepted based on Council direction

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SUBMITTED BY:	RECOMMENDED BY:
PETER KOKKOROS, P.ENG. DEPUTY CHIEF BUILDING OFFICIAL	GEORGE KOTSIFAS, P.ENG. MANAGING DIRECTOR, DEVELOPMENT & COMPLIANCE SERRVICES & CHIEF BUILDING OFFICIAL

October 23, 2013
lp/Attach.