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Mayor and Members of Council  
City of London  
300 Dufferin Ave.  
London, ON, N6B 1Z2

**RE: Amendment to the sign by-law**

Your Worship Mayor Fontana and Members of Council,

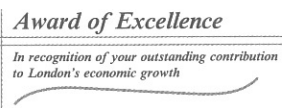
Dancor is requesting your assistance in the amendment of the sign by-law and a stay in prosecution against our firm for sign and trailer issues.

Work Orders have been issued against Dancor for construction trailers on our properties. In one case, at 3939 Cheese Factory Road, we have a Dancor trailer that has construction equipment and materials that we recently used in our work on that site. The by-law requires us to remove this trailer or to continue to move it around on site to comply. This is silly.

We also feel that this interpretation of the by-law, or the by-law itself, operates to remove the Welcome Mat to companies like ours who are trying our level best to bring new business to London. We have been very successful in creating new industrial development, jobs, and tax revenue for the City. A Dancor trailer is a sign that something is about to happen, that possible users should understand we are ready to go. That feeling of being able to move quickly is generated by site works and the presence of the trailer. This by-law, and the enforcement of same, seeks to undo this impression.

We don't feel it fair to ask us to do what we do well and then to remove an important tool especially given the severely poor market that has existed in London since January 2012. We need all the tools and help we can muster to make a difference. The City needs to understand our business and to help us carry out that business for our mutual gain.

We understand that a new by-law is to be drafted. We ask that our circumstances and recommendations be taken into account in regard to the trailers and signs. We encourage you to look at the other municipalities we operate in, the GTA and Durham region, to understand that they would agree these trailers can be unsightly and a nuisance but are a necessary evil. Dancor also understands that others in our industry or associated with our industry may take advantage or go overboard with these trailers. We ask that we not be branded with the same brush.



Dancor hopes that you will show in your new by-law and your response to our plea that you understand our plight and the importance of what we do as a contribution to the economic development of the City, like the other municipalities we operate in do.

We remain available to address Council and work with staff on a new by-law.

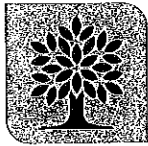
For the contravention of our trailer located on our owned land at 3939 Cheese Factory, which was used recently as a part of our work on that site, that if prosecution proceeds we will defend our land rights to have a trailer on site to assist in our work. You allow for a sales trailer for new construction and you need to allow for a storage trailer as well. Having the City take us to court is certainly a black mark on what has been a successful partnership to date.

Respectfully yours,  
Dancor Construction Limited

A handwritten signature in black ink, appearing to read 'S Ford', written over a horizontal line.

Sean Ford  
Partner

Attached: November 5, 2013 Work Order



300 Dufferin Avenue  
P.O. Box 5035  
London, ON  
N6A 4L9

**London**  
CANADA

**WORK ORDER – Contravention of the By-law**  
Pursuant to Part 12 of The City of London Sign and Canopy By-law S.-3775-94

**Date Order Issued:** November 5, 2013

**File No.** 13-011893

**Address to which Order Applies:** 3939 Cheese Factory Rd., London

**Order issued to:** **DANCOR**  
**1-15825 Robin's Hill Rd**  
**LONDON ON N5V 0A5**

A contravention of Part 10.4 of the City of London Sign and Canopy By-law S.-3775-94 is found to exist at the above noted address:

***Items in contravention***

• **Section 10.1 (c) Prohibited Signs**

*"a sign erected or painted on a vehicle (except a temporary sales trailer for new construction located on the site of the construction) where the vehicle is not used in weekly operation for transportation and is parked or located in a manner so as to make the sign visible from a street for the purpose of functioning as an identification, information or advertising sign;"*

A site inspection on November 4, 2013 confirmed the trailer which displays signage for 'Dancor' remains on display in the north west corner of the property. The trailer appears to be positioned on the lot for the purpose of an advertising sign and does not appear to be used in weekly operation for transportation.

You are hereby ordered, under Part 12 of The City of London Sign and Canopy By-law S.-3775-94 to bring this property in to compliance on or before **December 5, 2013.**

If the sign is not removed or brought into conformity with the by-law within the specified period, the City may take legal action or remove the illegal sign. Such removal may be without notice to and at the expense of the person ordered to remove the sign. For this purpose, the City and its agents may enter upon land at any reasonable time. Where a sign has been removed and stored by the City and the sign has not been redeemed, the Chief Building Official, or persons designated by the Chief Building Official, may charge a fee for the cost of the removal and storage of the sign in accordance with Subsections 12.6(a) and 12.6(b) of the by-law. These charges may be added to the property owner's tax roll if the fee is not paid within 30 days of the notification of the charges.

Municipal Law Enforcement inspections where required as a result of a failure to remedy a by-law violation by the date of compliance as set out in a written notice / order are subject to a re-inspection fee of \$95.00. This fee will be levied following the re-inspection and is subject to GST.

**Order issued by:**

Laura Queenan  
Municipal Law Enforcement Officer  
Corporation of the City of London  
Development & Compliance Services  
Direct Line: 519-661-2500 ext 6503  
[lqueenan@london.ca](mailto:lqueenan@london.ca) [www.london.ca](http://www.london.ca)

