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<b>TO:</b>	<b>CHAIR AND MEMBERS COMMUNITY &amp; PROTECTIVE SERVICES COMMITTEE MONDAY APRIL 28, 2014</b>
<b>FROM:</b>	<b>GEORGE KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT &amp; COMPLIANCE SERVICES &amp; CHIEF BUILDING OFFICIAL</b>
<b>SUBJECT:</b>	<b>OLD EAST VILLAGE BIA REQUEST FOR SIGNAGE WITHIN THE COMMUNITY IMPROVEMENT PLAN AREA</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Managing Director, Development & Compliance Services & Chief Building Official:

- a) The request by the Old East Village BIA to permit the placement of multiple signs promoting the unique character of the BIA and Heritage District to be displayed on various utility poles located within the public road allowance **BE RECEIVED** for information purposes and direction.

<b>PURPOSE AND EFFECT OF RECOMMENDED ACTION</b>
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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 poles or to any other official sign structure, unless such attachment is authorized by Council or any other body having jurisdiction in the matter."*

The Old East Village BIA has requested the installation of various decorative signs to utility poles within the heritage district to promote the unique and historic character of the area. This type of signage is currently prohibited under the Sign and Canopy By-law. The intent of the City's Sign and Canopy By-law is to create fair and equitable regulations for the display of signs. These proposed signs will not promote a particular business but rather draw attention to the unique sites, services and destinations available within the boundaries of the Old East Village. In this regard, the BIAs proposal appears to be consistent with the intent of the Sign and Canopy By-law.

The proposed signage consists of several shaped signs promoting the unique services offered in the BIA area including, books, potters, food, arts and music as well as other positive and inspirational messages about Old East Village. The shapes of each sign are mixed and include circles, triangles, rectangles and octagons. All signs are built sturdy enough to withstand the outdoor elements and consist of aluminium material with multi-coloured digital finished print. The size of each sign varies, however each is relatively small and should not interfere with safe pedestrian and vehicular movement. The overall number of signs and spacing considerations will have to be determined and maintained so as not to detract from the area and interfere with safe pedestrian and vehicular movement. The sizes, as provided by representatives of the Old East Village BIA is estimated as follows:

- Octagon shaped sign - 24 inches (Idea / Stop)
- Circle shaped sign - 24 inches (Potters/Poets)
- Triangle shaped sign - 24 inches (Music/Knowledge)
- Rectangle shaped sign - 24 x 18 inches (Inspired/Food)

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The images below provide a sampling of the signs proposed for this area and an example of how a sign is proposed to be erected on a utility pole.



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This type of signage is currently prohibited in the City's Sign and Canopy By-law. Permission to erect this type of signage requires direction and approval from Municipal Council. This approach in granting approval for the installation of signage that is attached to utility poles is similar to the approach and requirements in place for several other municipalities in Ontario, including Burlington, Mississauga and Windsor.

The approval and installation of these proposed signs will require coordination between London Hydro, Bell Canada and the City's Transportation Division, in determining appropriate locations and ensuring agreements are in place. Some requirements that will have to be addressed include:

- Approval from the authority that owns the proposed pole to which the sign is to be installed;
- Satisfying all installation requirements, including specifications related to height, brackets, lags or screws and holes proposed to be drilled through poles;
- The locations/poles that will be permitted to contain a sign and the positioning of signage to so it does not interfere with traffic and maintains proper road clearance;
- Materials, maintenance and inspection details;
- Agreements, insurance and securities to protect the municipality and/or Utility from damage or liability;
- Other requirements and/or conditions that may be identified as plans are made available.

Appendix 'A' attached displays the overall location of street lights and utility poles located within Old East Village. The Old East Village BIA group has also requested the option to have the ability to relocate signs attached to poles over time, pending approvals from authorities having jurisdiction over each pole.

<b>PREPARED BY:</b>	<b>REVIEWED &amp; CONCURRED BY:</b>
<b>LOU POMPILII, MPA, RPP MANAGER ZONING AND PUBLIC PROPERTY COMPLIANCE</b>	<b>PETER KOKKOROS, P.ENG. DEPUTY CHIEF BUILDING OFFICIAL</b>
<b>RECOMMENDED BY:</b>	
<b>GEORGE KOTSIFAS, P.ENG. MANAGING DIRECTOR, DEVELOPMENT &amp; COMPLIANCE SERVICES &amp; CHIEF BUILDING OFFICIAL</b>	