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The City of London
Built and Natural Environment Committee
City Clerk's Office
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Via e-mail to: lkucera@london.ca

London Property Management Association ("LPMA") is a non-profit organization, located in London, Ontario Canada, that provides information and education to landlords.

This correspondence is filed in regard to the proposed changes to the Sign and Canopy By-law and to request Delegation status at the October 17, 2011, public participation meeting.

LPMA does not support the proposed amendments to this by-law.

It is our submission that the restrictions imposed by this proposed by-law are preposterous. Restricting a sign to 5% on a building wall and restricting the numbers of days to which the sign can be displayed to 210 days, during a time when London is experiencing higher vacancy rates than anywhere else in the province, is completely unreasonable.

The proposed by-law will impose a charge to landlords for a sign permit, which was a charge not previously incurred. Landlords who have vacant units have a right to install signs on their buildings. It is our belief that this proposed by-law will in effect require the removal of many signs.

The proposed by-law will limit the size of a sign to 5%. You can see the images displayed in the Agenda (Agenda item 19, page 260) material which shows the impact a sign at 5% will have. In our view, it will have no impact, because the size is too small.

Additionally, the proposed by-law will restrict the number of days for which a sign may be erected. It is our position that imposing a restriction on the number of days to a sign serves no purpose. For many landlords, this will mean, that they will incur costs first to obtain a permit, secondly to have the sign erected, and lastly, to have the sign removed at the end of the permit. All of this is at additional cost to the landlord, when the sole purpose of erecting these signs on a residential building is to fill vacancies and reduce rent loss.

It is LPMA's submission further consideration needs to be given to this proposed by-law before it is approved by this committee. In the alternative, if the proposed by-law is accepted, it is our submission that there be compliance period of 12 months for the current signs once the by-law has been accepted.

Yours truly,

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1st Vice President
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