



<b>TO:</b>	<b>CHAIR AND MEMBERS PUBLIC SAFETY COMMITTEE</b>
<b>FROM:</b>	<b>G. KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT AND COMPLIANCE SERVICES AND CHIEF BUILDING OFFICIAL</b>
<b>SUBJECT:</b>	<b>REAL ESTATE ADVERTISING SIGNS: TEMPORARY BANNERS Meeting on October 23, 2012</b>

**RECOMMENDATION**

That on the recommendation of the Managing Director, Development and Compliance Services and Chief Building Official, the following report on real estate advertising signs: temporary banners **BE RECEIVED** for information purposes.

**BACKGROUND**

On June 26, 2012, Municipal Council resolved that Civic Administration **BE REQUESTED** to review the Sign & Canopy By-law with respect to the issue of temporary real estate banners; it being noted that the Sign & Canopy By-law was recently amended by City Council to provide for greater opportunities for real estate advertisement.

This issue of temporary real estate banner signs was debated on several occasions by Council. The following information was presented at a public participation meeting in October 2011:

<b>City</b>	<b>Time period banner sign permitted</b>
Burlington	Prohibited
Mississauga	Prohibited
Waterloo	Prohibited
Hamilton	28 days
Ottawa	30 days
Windsor	70 days
Markham	84 days
Brampton	150 days
Oakville	180 days
London	210 days

In summary Burlington, Mississauga and Waterloo all prohibit banner signs; the remaining municipalities surveyed provide for a range of time periods for which temporary banner signs can be displayed. In London, temporary real estate banners can be displayed for a period of 210 days.

On November 7, 2011, Municipal Council approved an amendment to the Sign & Canopy By-law for Real Estate Advertising Signs in a banner format including:

- (i) a maximum permitted sign coverage area of 5%;
- (ii) a maximum number of days per year of 210 days.

Temporary real estate banner signs are not the only form of sign advertising permitted by the current sign by-law. Ground signs, facial wall signs and real estate directional open house signs are also permitted and are heavily utilized by local real estate agents. In addition, real estate banner signs are permitted anywhere on the face of the building for a period of 210 days.

Should Council wish to amend the time period permitted for real estate banner signs, staff can be directed to bring back an amending by-law to a future public meeting. It should be noted that the by-law enforcement office continues to receive complaints about the length of time real estate banners are permitted in the downtown area.

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<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
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