

**Vision:** *The City of Greater Sudbury is a growing, world-class community bringing talent, technology and a great northern lifestyle together.*

**Vision:** *La Ville du Grand Sudbury est une communauté croissante de calibre international qui rassemble les talents, les technologies et le style de vie exceptionnel du Nord.*



## Agenda

### Policy Committee

meeting to be held

Wednesday, June 22<sup>nd</sup>, 2011

**at 6:00 pm**

Council Chamber, Tom Davies Square

## Ordre du jour

réunion du

### Comité des politiques

qui aura lieu

mercredi 22<sup>e</sup> juin 2011

**à 18h 00**

dans la Salle du Conseil, Place Tom Davies

## **POLICY COMMITTEE AGENDA**

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For the 6<sup>th</sup> Policy Committee Meeting  
to be held on **Wednesday, June 22, 2011**  
**Council Chamber, Tom Davies Square at 6:00 pm**

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**COUNCILLOR CLAUDE BERTHIAUME, CHAIR**

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**Jacques Barbeau, Vice-Chair**

**(PLEASE ENSURE CELL PHONES AND PAGERS ARE TURNED OFF)**

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### **DECLARATIONS OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**

## **COMMUNITY DELEGATIONS**

1. Assisted Living Housing Provider  
**(VERBAL PRESENTATION) (FOR INFORMATION ONLY)**
  - Tullio Ricci, President and Elie Martel, Vice-President, Capreol Long Term & Supportive Housing

(One assisted living housing provider will present concepts - Capreol Long Term Care & Supportive Housing.)

## **PRESENTATIONS**

2. Report dated June 14, 2011 from the General Manager of Growth and Development regarding Options for Granting Portable Sign Permits. **8 - 43**  
**(ELECTRONIC PRESENTATION) (RECOMMENDATION PREPARED)**
  - Darlene Barker, Manager of Compliance and Enforcement Services

(In response to a motion carried by Council on March 23, 2011, this report presents three options for granting portable sign permits; recommends Option 3, an implementation date of January 1, 2012 and an increase in permit fees.)

## **CORRESPONDENCE FOR INFORMATION**

3. Report dated June 15, 2011 from the General Manager of Growth and Development regarding Public Feedback on the Draft Brownfield Strategy and Community Improvement Plan. **44 - 46**  
**(FOR INFORMATION ONLY)**

(In March, Policy Committee received an update on the status of the city-wide brownfield strategy and community improvement planning initiative. Since that time staff consulted with and received feedback from the community on the draft strategy and plan. This report provides an update on this most recent phase of work and describes the next steps in the approval process.)

## **MANAGERS' REPORTS**

4. Report dated June 10, 2011 from the General Manager of Community Development regarding Parks Services Donation and Memorial Program. **47 - 50**  
**(RECOMMENDATION PREPARED)**

(The purpose of the Parks Services Donation and Memorial Program is to provide an opportunity for the public to make donations towards park enhancements and memorial gifts.)

**ADDENDUM**

**CITIZEN PETITIONS**

**ANNOUNCEMENTS**

**NOTICES OF MOTION**

**9:00 P.M. ADJOURNMENT (RECOMMENDATION PREPARED)**

(Two-thirds majority required to proceed past 9:00 pm)

Councillor Claude Berthiaume  
Chair

Liz Collin  
Council Secretary

## COMITÉ DES POLITIQUES ORDRE DU JOUR

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Pour la 6<sup>e</sup> réunion du Comité des politiques  
qui aura lieu le **22 juin 2011**  
**dans la Salle du Conseil, Place Tom Davies, à 18h 00**

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**CONSEILLER CLAUDE BERTHIAUME, PRÉSIDENT(E)**

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**Jacques Barbeau, Vice-président(e)**

**VEUILLEZ ÉTEINDRE LES TÉLÉPHONES CELLULAIRES ET LES TÉLÉAVERTISSEURS)**

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**DÉCLARATION D'INTÉRÊTS PÉCUNIAIRES ET LEUR NATURE GÉNÉRALES**

## **DÉLÉGATIONS DE LA COMMUNAUTÉ**

1. Fournisseur de logement d'aide à la vie autonome  
**(PRÉSENTATION ORAL) (A TITRE D'INFORMATION)**
  - Tullio Ricci, président et Elie Martel, vice-président du Capreol Long Term & Supportive Housing

(Un fournisseur de logement d'aide à la vie autonome présentera les concepts - Capreol Long Term Care & Supportive Housing.)

## **PRÉSENTATIONS ET EXPOSÉS**

2. Rapport du directeur général de la croissance et du développement, daté du 14 juin 2011 portant sur Options pour accorder des permis de panneaux portatifs.  
**(PRÉSENTATION ÉLECTRONIQUE) (RECOMMANDATION PRÉPARÉE)****8 - 43**
  - Darlene Barker, Gestionnaire des services de conformité et d'exécution des règlements

(En réponse à une motion adoptée par le Conseil municipal le 23 mars 2011, ce rapport présente trois options pour accorder des permis de panneaux portatifs; il recommande l'option 3, une date de mise en œuvre du 1er janvier 2012 et une augmentation des droits à payer pour les permis.)

## **CORRESPONDANCE À TITRE DE RENSEIGNEMENTS SEULEMENT**

3. Rapport du directeur général de la croissance et du développement, daté du 15 juin 2011 portant sur Réactions du public sur l'ébauche de stratégie relative aux terrains contaminés et de plan d'amélioration communautaire.  
**(A TITRE D'INFORMATION)****44 - 46**

(En mars, le Comité des politiques a reçu un compte rendu sur la situation par rapport à l'initiative de stratégie relative aux terrains contaminés et de plan d'amélioration communautaire. Depuis, le personnel a consulté la communauté et il a reçu d'elle des réactions sur l'ébauche de stratégie et de plan. Ce rapport donne un compte rendu sur le plus récent stade des travaux et il décrit les prochaines étapes de la démarche d'approbation.)

## **RAPPORTS DES GESTIONNAIRES**

4. Rapport de la directrice générale des Services de développement communautaire, daté du 10 juin 2011 portant sur Programme de dons commémoratifs et autres des Services des parcs.  
**(RECOMMANDATION PRÉPARÉE)****47 - 50**

(Le Programme de dons commémoratifs et autres des Services des parcs a pour but de donner l'occasion au public de faire des dons en vue d'améliorations des parcs et des dons commémoratifs.)

## **ADDENDA**

## **PÉTITIONS DE CITOYENS**

## **ANNONCES**

## **AVIS DE MOTION**

## **LEVÉE DE LA SÉANCE À 21 H (RECOMMANDATION PRÉPARÉE)**

(Une majorité des deux tiers est requise pour poursuivre la réunion après 21h 00.)

Le Conseiller Claude Berthiaume  
Présidente

Liz Collin,  
Secrétaire du conseil

## Request for Decision

### Options for Granting Portable Sign Permits

Presented To:	Policy Committee
Presented:	Wednesday, Jun 22, 2011
Report Date	Tuesday, Jun 14, 2011
Type:	Presentations

### Recommendation

That Council approve Option 3 as described in this report which:

- Increases the number of portable signs allowed on properties with street lines 76.2 m (250 ft) or less from "1" to "2", (provided that all sign by-law requirements have been met);
- Amends the permit time for portable signs from 3 months to 1, 2 or 3 months;
- Provides a 1 month wait time between portable sign permits issued to the same business; and
- Removes the restriction of permits allowed to the property and restricts every business to a maximum of 6 months portable sign permit period per calendar year;

And further that Council direct staff to amend the Sign By-law to allow regulations in Option 3 of this report to be effective on January 1, 2012;

And further that Council direct staff to amend the User Fees By-law to increase Portable Sign Permits to \$75.

### Finance Implications

An increase in revenue will be experienced if Council approves an increase in portable sign permit fees from \$44 to \$75 starting in 2012. The recommended fee will better assist with the recovery of costs incurred in permitting the use of portable signs in the municipality. Rationale for the costs include application review, permit issuance and inspections ensuring compliance with the regulations and sign removal upon permit expiry.

## Background

The current Sign By-law has been in effect since January 1, 2008. It regulates, in part, temporary signs including portable signs. During the process of enactment, Council considered the need to regulate and permit portable signs in former area municipalities previously prohibited from their use. The enactment of this by-law promoted fairness in the use of temporary signs for all areas within the City of Greater Sudbury. The following three grounding principles were considered by Council during the development of the regulations of portable signs found in the current by-law;

#### Signed By

##### Report Prepared By

Darlene Barker  
Manager of Compliance and Enforcement  
*Digitally Signed Jun 14, 11*

##### Division Review

Guido Mazza  
Director of Building Services/Chief Building Official  
*Digitally Signed Jun 14, 11*

##### Recommended by the Department

Bill Lautenbach  
General Manager of Growth and Development  
*Digitally Signed Jun 14, 11*

##### Recommended by the C.A.O.

Doug Nadorozny  
Chief Administrative Officer  
*Digitally Signed Jun 14, 11*



- **Public safety** by prohibiting signs on public road allowances and day-lighting triangles and regulating the distance between each sign and from driveways;
- **Visual clutter**, by regulating the number of signs permitted within the community;
- **Temporary advertising venue** by providing a 'wait time' between permits issued on the same property.

Since enactment of this by-law, Council heard additional reports on the subject of portable signs, initiated by concerns that "portable sign provisions are too restrictive and are adversely affecting businesses" and the suggestion was made that "portable signs should be allowed on a permanent basis". After hearing a staff option report on this subject, Council passed the latest amendment to the sign by-law on April 23, 2008, upholding the current regulations in the by-law but providing some relief to the provisions for charitable organizations.

This report has been prepared in response to a motion carried by Council on March 23, 2011, attached to this report as "Appendix B", which directed Compliance and Enforcement Services to review the criteria for granting portable signs and present options to provide a fair, consistent advertising venue for businesses on all property sizes.

## Portable Sign Regulations Review

A review of the current regulations and criteria for issuing portable sign permits was conducted. The review concentrated on the current practices and challenges that have hindered enforcement, the number of permits issued, the use of portable signs and past issues that have hindered the issuance of portable sign permits to businesses. This review has been centred around the above three grounding principles to which Council based their decisions in enacting the by-law and amendments thereto.

### Public Safety

Provisions in the by-law prohibit the placement of portable signs on road allowances and on some portions of private property designated as sight triangles, within 3 m (10 ft) of driveways or within any entrance to the property. These restrictions enhance vision of motorists during ingress and egress to private property and provide additional safety measures for motorists and pedestrians in the area. Enforcement of these regulations is paramount to promoting public safety amongst motorists and pedestrians using public roadways and sidewalks. The regulations in the by-law restricting the number of portable signs and the separation distance between each reduces visual clutter and as such, enhances public safety by reducing the distraction factor of motorists trying to read numerous signs placed too closely together.

### Visual Clutter

Council, through adopting the official plan and during the review leading to enactment of the current by-law, recognized the need to regulate the number, size and use of portable signs to protect the aesthetic qualities and visual character of the City of Greater Sudbury. Visual clutter of numerous portable signs changes the aesthetic quality of the landscape. The by-law regulates the number of signs allowed at any one given time and the number of permits issued yearly, determined solely on the length of street line the property has. The regulations also provide a distance separation of 45 m (150 ft) between each sign.

Visual clutter is also reduced by the temporary use of portable signs. The use of a portable sign is not necessary for business identification because permanent ground and fascia signs are permitted and encouraged for that purpose.

The regulations contained in the sign by-law restricting the numbers and use of portable signs in the City are meant to reduce visual clutter and maintain a community standard of aesthetic appeal.

### Temporary Advertising

It is expected that businesses use permanent signage, such as pylon, ground and wall signs for identification. Permanent signs are intended to provide a reasonable and appropriate means for the public to locate and identify facilities, businesses and services without difficulty or confusion. Permanent sign regulations are consistent with the City of Greater Sudbury's planning, urban design and heritage objectives. The intended use of portable signs is for temporary purposes such as special events, promotions and special sales, or to draw attention to a new business, and should not be used on a continuous basis.

The use of portable signs as a temporary advertising venue is reflected in the current regulations by requiring a wait time of 3 months between the issuance of a permit for the same sign. The intention of this regulation is to ensure that the use of the sign does not become a continuous advertising venue.

The temporary use of a portable sign also reduces the number of signs in the municipality and aids in preventing visual clutter.

### **Current Practices and Challenges**

The regulations in the sign by-law are meant to ensure public safety, reduce visual clutter and maintain the use of a portable sign for temporary advertising and currently, are not effective in practice. The regulations restrict the number of signs and permits allowed based on property street line, as shown in the table at section 42.(1) of the by-law and attached to this report as "Appendix C". The smallest street line in the table, less than 76.2 m (250 ft) allows 1 sign and 2 - 3 month permits per year, while the largest street line, more than 304.8 m (1000 ft) allows a maximum of 6 signs and 12 - month permits each year. The regulations also restrict a permit from being issued to the same location on the property within 3 months. The intent of this regulation is to reduce the number of signs within the municipality, and ensure the sign is not in continuous use.

Unfortunately, a loop-hole was found in this regulation which has hindered staff's ability to administer and enforce the wait time for properties which are permitted 2 or more signs at any given time. Because the regulations do not tie the permit issuance specifically to the business, the same business can obtain 4 - 3 month permits to display a sign provided the property has a street line exceeding 76.2 m (250 ft). Therefore depending on the number of businesses and the property location, a business may be able to advertise without observing any wait time between permits. The inability to enforce the intent of this section has created a 'permanent use' of portable signs. It has also created a perception of entitlement for those businesses taking advantage of this loop hole, and inequity for those who can't.

Businesses complain of not being able to advertise using portable signs when there are more businesses than permits and signs allowed on the property. This happens when a property with a short street line has many tenants who have the need for portable sign advertising. An inequity is seen when a single business on a property has a street line that allows 2 signs and 4 permits advertises continuously year round, and businesses on properties with a small street line are limited to 6 months of the year, regardless of the number of businesses on the property. The inequity is also seen between single businesses on properties that have less than 76.2 m (250 ft) street line and able to advertise 6 months using a portable sign and a business on a property greater than 76.2 m (250 ft) being able to advertise using portable signs continuously all year.

Failure to enforce the provisions set out in the by-law intended to reduce visual clutter and ensure temporary use, has lead to a perception of inequity in businesses' ability to advertise using portable signs.

Under the current practice two Junior By-law Officers administer and enforce the provisions in the by-law regarding the issuance of permits and enforcement of the regulations pertaining to portable signs.

During 2010 staff issued over 730 portable sign permits. Staff issue permits to some business owners for a mobile sign that they own, for the maximum number of permits on a yearly basis. For example, if a business is located on a lot that permits 4 or more permits, the business will display their own portable sign year round. The permits for the sign will be issued in January, with the last permit expiring at the end of December. There are businesses that rent portable signs to other businesses, and those permits are issued not in advance, but when an application for permit is made.

Each application must include approval from the property owner to be processed.

## **Other Municipalities**

Neighbouring municipalities and those in other areas of Ontario were surveyed on their portable sign permit issuance regulations. "Appendix A" of this report includes a table of results. Most municipalities that issue permits for mobile signs, have a wait period between permits, regulate the maximum number of signs allowed on a property, the length of permit and the number of permits per year, similar to our municipality. Although the numbers relating to the specific regulations are quite varied amongst those surveyed municipalities there is one significant difference. Where most other municipalities regulate the maximum number of permits allowed for each specific business, the City of Sudbury restricts the number of permits by the specific property, regardless of the businesses on that property. Although the permit time periods and restrictions for mobile signs are varied for each municipality surveyed, there is a common thread in the restrictions for sign permit issuance in the Municipalities of Toronto, Ottawa and Barrie.

## **Options for Council Consideration**

Three options are presented in this report responding to the motion carried by Council; "to provide a fair, consistent advertising venue for businesses on all property sizes". The options presented consider the original policies of regulating mobile signs as determined previously by Council as well as ensuring public safety, avoiding visual clutter and portable sign use for temporary advertising. In addition, the following factors were included in presenting options and making the recommendation in this report;

- Restriction of sign placement and number of signs per property
- Flexibility of businesses to manage sign permits
- Fairness of businesses to obtain permits regardless of street line distances
- Consistency in enforcement and issuance of portable sign permits
- Administrative and financial effects on the municipality
- Current practices and expectations of businesses and portable sign companies

### **Option 1 – Align By-law with Current Practices**

- Remove the 3 month wait time between permits on all properties;
- Increase the number of permits allowed on properties 76.2 m (250 ft) or less from "2" to "4".

Option 1 will reflect the current practices of the municipality, increase the number of permits issued to properties with smaller lot frontages, and effectively provide portable sign advertising year round to all properties, regardless of street line distances and the number of businesses on the property. This option maintains the status quo in administration and records our current practices in the by-law regulations. It helps to equalize the ability for smaller property frontages to obtain the continuous use of a portable sign, as experienced by other properties, however it does not provide an equal opportunity for all businesses, regardless of property sizes, to advertise using portable signs. The increase of portable sign use and no wait time period between permits is not conducive to minimizing visual clutter, public safety and the temporary use of portable signs, and for these reasons, this option is not recommended.

### **Option 2 – Increase Signs on Properties with Smallest Street-Line and Enforce Wait Period**

- Increase the number of signs allowed on properties with street lines 76.2 m (250 ft) or less from "1" to "2", and permits allowed on the property from "2" to "4" (provided all sign by-law requirements are met); and
- Reinforce wording in the by-law to ensure enforcement of the 3 month wait period between permits issued to the same business on the property.

Option 2 reflects the intent of the current regulations and provides an increase in the number of permits issued to properties with smaller street lines. It maintains the principal of all businesses using portable signs for temporary advertising by enforcing a wait time between permits issued to the same business on the property. Applying the permit wait time to businesses will remove the loop hole

explained previously in this report and will uphold the principle of using portable signs for temporary advertising. This option may be opposed by those businesses who have been benefitting from the use of a portable sign for continuous advertising on the property, however it will promote fairness of portable sign advertising for all businesses. By enabling enforcement of the wait time of 3 months between permits to the same business, all businesses will be limited to 2 portable sign permits each year, for a period not exceeding 6 months in the year.

This option provides more opportunity for businesses located on properties with the smallest street line (less than 76.2 m (250 ft)) by increasing the number of signs and permits allowed. The increase in the number of signs permitted on smaller lots may be partially offset by the reduction of signs resulting in enforcement of the wait period between permits. This option will provide additional advertising opportunity for businesses with smaller street lines and maintains the three principles related to portable sign advertising; for those reasons it is an acceptable alternative to the recommendation in this report. This option is not recommended because it does not provide maximum flexibility for businesses to manage permits and may continue to cause unfair distribution of permits amongst businesses on properties where the number of permits allowed is less than the number of businesses on the property.

### **Option 3 – Flexible Business Based Permitting**

- Increase the number of signs allowed on properties with street lines 76.2 m (250 ft) or less from "1" to "2" (providing all by-law requirements are met);
- Amend the permit time from 3 months to 1, 2 or 3 months;
- Provide a 1 month wait time between permits issued to the same business;
- Remove the restriction of permits allowed to the property and restrict every business to a maximum of 6 months permit period per calendar year.

Option 3 reflects a model of sign permit issuance that provides fair and consistent opportunity for all businesses and allows flexible permit options for businesses to better manage their portable sign needs. It also promotes fairness in the distribution of portable sign permits amongst businesses located on properties with smaller street lines by allowing additional signs on those properties. The restriction of the number of signs on the property at any given time is consistent with the current table in the by-law, with exception of those properties with the smallest street line.

This option promotes a sign sharing opportunity amongst those properties with numerous businesses, by imposing a 1 month wait time between permits. The 1 month wait time between permits will provide opportunities for other businesses on the same property to advertise and help decrease the competition for permits between businesses. The maximum time period for any one business to advertise using portable signs regardless of lot size is 6 months yearly and is consistent with the intent of the current by-law. By issuing permits in 1, 2 or 3 month increments, businesses will have options to manage permits and advertising based on needs and time periods throughout the year more effectively. The maximum number of signs will be permitted to remain on the property as long as businesses have the demand for advertising and have not exceeded their maximum time period for the year.

Similar to Option 2 in this report, an increase in the number of signs permitted for smaller lots, may be partially offset by the decrease in the number of signs being used currently for continuous advertising during the year.

Option 3 is recommended as it addresses the concerns put forth in the motion carried by Council on March 23, 2011. A flexible business based permitting program provides greater opportunity and equality for businesses to use mobile sign media to advertise, increases the number of signs on smaller properties, allows greater flexibility for management of mobile sign advertising for all businesses, and uses distance between signs as part of the criteria for granting portable sign permits. This model also promotes the use of a portable sign as a temporary advertising device that businesses can utilize for special events, sales and promotions during the business year.

## **Effective Enactment Date - January 1, 2012**

If Council approves Option 3 in this report, staff is recommending that implementation of the

regulations be effective January 1, 2012. This will allow the permits issued for the remainder of 2011 to remain in effect, and will provide some adjustment time for businesses. It will also allow sign rental companies to make any required adjustments to their practices. Staff will require time to consult with businesses, and prepare for the administration of the regulations proposed in the option. The effective date of January 1, 2012 is consistent with the start of the fiscal year and provide a smooth transision from the current regulations and practices to those in the proposed option.

## **Permit Fees**

The recommended option will discontinue the practice of issuing concurrent permits in 2012. This may result in a decrease in permits issued, however expected to be offset by the increase in permits issued to businesses that currently cannot obtain permits based on small property street lines. The current cost of a portable sign permit is \$44, pursuant to the 2011 user fees by-law. This fee has not been reviewed since the City began issuing portable sign permits. The recommendation in this report includes an increase in permit fees to assist in the cost of administration and enforcement of the regulations of portable sign use.

For each permit application that is recieved, staff time and equipment are required to review the application, process the payment, record the particulars in the electronic data base, print and deliver the actual permit. After the issuance of the permit, two inspections of the permit location are conducted. The first inspection is to insure that the portable has been erected in compliance with the regulations in the by-law, then upon expiry of the permit, a follow up inspection is conducted to ensure that the sign has been removed. Inspections take officers considerable time and resources to accomplish, depending on where in the city the sign is located. Resources include expenses incurred for travel, such as a vehicle, gas and insurance, and equipment used to measure and record inspection results. The rationale for the recommended fee of \$75 is to partially recover the costs of \$25 to administer and issue the permit and \$25 for each of the two required inspections. It is recommended that one fee is applicable regardless of the length of permit time; 1, 2 or 3 months, because the cost for issuing the permit, follow-up and enforcement of the regulations takes the same time and resources, regardless of the time the permit is in effect.

A comparison of other municipalities' fees for permits is shown on the table of municipalities surveyed, attached to this report as "Appendix A". Although portable signs permit fees in the municipalities served are quite varied, a \$75 permit fee is not substantially higher or lower in comparison.

## **Conclusion – Options for Granting P&**

# Request for Recommendation Priorities Committee



## Type of Decision

Meeting Date	July 11, 2007				Report Date	June 26, 2007			
Decision Requested	x	Yes		No	Priority	x	High		Low
	Direction Only				Type of Meeting	x	Open		Closed

## Report Title

Sign By-law Review

## Policy Implication & Budget Impact

This report and recommendation(s) have been reviewed by the Finance Division and the funding source has been identified.

Financial implications will be identified based on direction from Council and when the new Sign By-law is presented to Council.

Background Attached

## Recommendation

THAT Council direct staff to draft a new Sign By-law that would include the staff recommendations as contained in this report.

### PORTABLE SIGNS - Option 3

Review the current provisions and include a provision to allow properties with more than 600 feet of frontage to obtain additional permits, as well introduce a height restriction for portable signs and allow a 3 month permit to run consecutively for a six month period to allow for a special event.

### BANNER SIGNS

That banner sign provisions be included in the new Sign By-law.

### POSTER SIGNS - Option 1

Poster signs will be allowed on public property but limited to certain light standards and hydro poles and certain streets. Poster provisions will also include size, means of attachment, location and duration.

Recommendation Continued

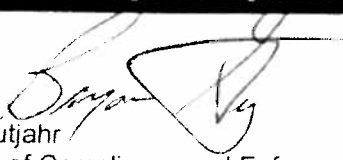
## Recommended by the Department

Doug Nadorozny  
General Manager of Growth & Development

## Recommended by the C.A.O.

Mark Mieto  
Chief Administrative Officer

**Report Prepared By**

  
Bryan Gutjahr  
Manager of Compliance and Enforcement Services

**Division Review**

**Background:**

In 1978 the Region of Sudbury passed a Sign By-law which regulated the erection of signs and other advertising devices within the Region. The by-law also addressed the need for sign permits and the fee structure. This by-law was used to control permanent signs only.

In 1988 the Region of Sudbury introduced a new Sign By-law which incorporated the previous regulations but also added controls over portable signs which were growing in popularity in our community. However the new Sign By-law only permitted portable signs within the boundaries of the Former City of Sudbury and made no provisions for portable signs in the other area municipalities. The 1988 Sign By-law also prohibited the erection of signs on any property owned by the Municipality except for signs erected by the Municipality. During the past 19 years many new types of advertising devices have been developed and it is time to create a new Sign By-law to regulate these types of signs.

Many portable signs, banner signs and poster signs have appeared in the City of Greater Sudbury where the 1988 Sign By-law either has no jurisdiction or completely prohibits signage.

Large banner signs have been erected on many buildings within the City with no control over size, location or length of time that they may be kept up. Poster signs have been attached to many hydro poles and light standards throughout the City and as such a new Sign By-law is necessary to control these types of signs.

Signs are highly visible parts of the City of Greater Sudbury. They are the key element in what residents and visitors see along Greater Sudbury's streets. Signs identify uses and businesses and help create the visual character of an area.

Good signs in a community suit their context. They are sensitive to the character of the area, support its land uses, and advance Greater Sudbury's community building objectives. In areas with appropriate signs - type, number, size, location, and design - the signs reinforce the area's activities in a compatible and positive manner that enhances the image of the area.

In areas with inappropriate signage - too many signs, signs that are too big, in the wrong place or poor in appearance - the opposite effect is the result. Inappropriate signs create visual clutter and can affect vehicle and pedestrian safety. Inappropriate signs detract from their surroundings and help contribute to a negative image for an area.

The signs we see on properties and buildings across Greater Sudbury are the result of both the Sign By-laws' standards and the City's enforcement of its regulations. Appropriate sign standards and effective by-law enforcement are the two key factors for achieving and maintaining quality signage in a community. This is the goal of the Sign By-law.

### **INTENT OF THE NEW SIGN BY-LAW**

The purpose of a new Sign By-law is to regulate signs within the City of Greater Sudbury with the intent of authorizing the following signs:

- a) signs that are appropriate in size, number, and location to the type of activity or use to which they pertain;
- b) signs which provide reasonable and appropriate means for the public to locate and identify facilities, business, and services without difficulty or confusion;
- c) signs that are compatible with their surroundings;
- d) signs that protect and enhance the aesthetic qualities and visual character of the City of Greater Sudbury;
- e) signs which are consistent with the City of Greater Sudbury's planning, urban design, and heritage objectives;
- f) signs which do not create a distraction or safety hazard for motorists and pedestrians;
- g) signs which minimize adverse impacts on nearby public and private property;
- h) signs which allow the public the right and freedom of expressions while staying in context to the purpose and direction of the by-law

### **PUBLIC INPUT SESSION**

Although no longer a requirement of the Municipal Act, staff held a public input session to gather ideas and suggestions from the general public, the sign industry and business owners. The portable sign provisions have been in place for 19 years within the former City of Sudbury and it was felt that we needed to revisit these provisions to see if there are ways to improve or increase the restriction.

An advertisement was placed in the local papers advising of the public input session that would take place at Tom Davies Square on June 21, 2007. As well, staff contacted all the local sign companies to advise them of the session. In all, 13 people turned out for the meeting consisting of 4 owners of local sign companies, 4 business owners, and 5 representatives of local non-profit organizations. Each individual was asked to speak to the three types of temporary signs that were up for discussion. They were asked to offer suggestions on ways the by-law could be addressed to improve on the current provisions.

The City Solicitor was present and outlined to the participants the need for a new Sign By-law. He explained that the current by-law will not be completely re-written, that there would be only revisions done to the existing by-law. He also indicated that this revision is only an interim revision and the whole Sign By-law will be redrafted when a new zoning by-law comes into effect which may be in 2-3 years. It was also explained that the current by-law prohibits portable signs in the areas outside of the City and this new by-law will bring everyone onto a level playing field.

During the meeting each participant was asked to speak to the 3 key issues up for discussion being portable signs, posterage and banner signs all being temporary signs. All suggestions were recorded and are contained in this report (Schedule "A").



## KEY ISSUES

### PORTABLE SIGNS -Temporary Signs

"*Portable Sign*" means a sign not permanently affixed to the ground and designed in such a manner as to be capable of being moved from place to place, but does not include a sidewalk sign.

As stated earlier, the Region of Sudbury Sign By-Law #88-100 permitted regulation of portable signs only within the boundaries of the former City of Sudbury. To ensure a level playing field for all businesses and residents it is proposed that the new Sign By-law contain provisions to govern portable signs throughout the City of Greater Sudbury.

This will enable staff to administer the current provisions to everyone equally. Size, setbacks, location and length of times erected will be enforced to prevent visual clutter as well as to ensure pedestrian and vehicular safety.

The provisions for portable signs were introduced in the Sign By-law in 1988. At that time portable signs were becoming popular as an alternative to expensive permanent signs. Keeping in mind that portable signs were to be temporary signs Council approved provisions that would ensure these signs were removed after a 3 month period and allowed again after a further 3 months of being removed. The provisions also meant that the numbers, location and duration were controlled for public and vehicular safety. The popularity of these signs has increased over the years and the City is now issuing over 500 permits per year.

Although prohibited outside the former City of Sudbury, portable signs are used extensively in these areas and are now being placed on sight triangles, city properties and residential properties. However needed these signs are, controls and regulations must be in place to ensure public safety and to avoid visual clutter.

As such, staff offer the following options for Council consideration. Options 2 and 3 contain recommendations received from the public input session.

#### OPTION 1

Maintain the current portable sign provisions and expand those provisions to include all areas within the City of Greater Sudbury

#### OPTION 2

Revise the current provisions to allow the following:

- Permit portable signs all year regardless of frontage
- Properties with more than 450 feet of frontage be allowed 8 permits rather than 6
- Properties with more than 600 feet of frontage be allowed 10 - 12 permits
- Issue a special 1 month permit to new businesses not be included in total permits
- Allow to encroach on City property and to be in sight triangles
- Reduce frontage requirement for 4 permits from 250 feet to 200 feet
- Restrict maximum height of a portable sign to 3 metres
- Allow 3 month permits to run consecutively to allow a sign to be erected for six months for a special event

### OPTION 3

Review the current provisions and include a provision to allow properties with more than 600 feet of frontage to obtain additional permits, as well introduce a height restriction for portable signs and allow a 3 month permit to run consecutively for a six month period to allow for a special event.

Staff surveyed Hamilton, North Bay and Ottawa regarding their portable sign provisions and can offer the following:

- All regulate number of signs on a property
- All regulate location
- All not to be located on City property
- All regulate size of portable sign
- All regulate that sign must be on property that business is located on
- All not allowed on residential properties
- Hamilton and Ottawa regulate height
- Hamilton and Ottawa regulate time frame

Refer to Schedule "B"

### STAFF RECOMMENDATION:

The current Sign By-law's portable sign provisions were enacted 19 years ago and the provisions prohibited portable signs outside the former City of Sudbury. Portable signs are becoming more abundant in those areas and they are being erected without any regulation. Until the Sign By-law is redone in its entirety to include the zoning provisions, which may be in 2-3 years, staff recommend the current provisions be expanded to include all of the City of Greater Sudbury. Also that other minor provisions be introduced that would assist business owners to advertise keeping in mind safety issues for pedestrian and vehicular traffic. Therefore staff would recommend Option 3.

### BANNER SIGNS - Temporary Sign

"Banner sign" means a temporary sign other than a poster that is of a decorative nature and made of cloth, canvass or other lightweight, non-rigid material that is used or that functions as a sign.

The Region of Sudbury Sign By-law contains no provisions to regulate banner signs and as such sign permits are not issued for these signs. Banner signs are used by businesses to advertise goods and products as well banners are used by groups to announce special events.

Banners are becoming more predominant throughout the City as a form of advertising which is much less costly than a permanent sign and is not governed by the City. These signs are being left up permanently, adding visual clutter to existing signage and are not enhancing the visual character of our community. The City has no control as to how these signs are attached to buildings.

Staff surveyed Hamilton, North Bay, Ottawa, Espanola and Markham and can offer the following:

Four municipalities regulate banners but the degree of regulation varies

- North Bay downtown core only
- Markham commercial zone only
- Ottawa street banners only
- Hamilton regulate all locations
- Espanola does not regulate
- Hamilton and Ottawa regulate time frames and size.
- Hamilton and Ottawa classify banners as temporary and for special events.

Refer to Schedule "B"

#### STAFF RECOMMENDATION:

To ensure public safety and to avoid visual clutter staff recommends that banner signs provisions be included in the new Sign By-law. The provisions will include size limitations, means of attachment, sign location and time limitations. Staff also recommends that a temporary banner sign be permitted for special events such as charitable announcements, church benefits and special business event (closing out) for a limited time period without permit fees.

#### POSTER SIGNS - Temporary Sign

"Poster" means a printed notice conveying information intended to be displayed for a temporary period of time and includes but is not limited to a bill, handbill, leaflet, notice or placard.

The current Region of Sudbury Sign By-law strictly prohibits any signs, including posters, from being erected on public property. Public property would include road allowance, municipal property, light standards and hydro poles. However, as we know the favoured form of postering is to attach them to light standards and hydro poles along all the major arteries throughout the City. The means of attachment are by using tape, nails, tacks and plastic straps.

Several years ago a Sign By-law of a Municipality in Southern Ontario that contained the same restrictive provisions as our by-law was challenged in the Courts. The Courts held that the restrictive provisions were unconstitutional and not within the authority of the Municipality. As such the by-law was struck out and the Courts decided that municipalities must allow for certain signage on public property. The Municipality could however control what type of signage would be permitted and the locations on public property. Staff recognize that postering is a needed form of communication for things such as special events and as such staff recommends that posters be allowed on public property but limited to certain light standards and hydro poles and certain streets. Poster provisions will also include size, means of attachments, location and duration of erection. These provisions will allow staff to monitor and administer a quality system of postering to prevent the visual clutter that we see today but still allow individuals and businesses the opportunity to announce their events.

OPTION 1:

Poster signs will be allowed on public property but limited to certain light standards and hydro poles and certain streets. Poster provisions will also include size, means of attachment, location and duration.

OPTION 2:

Poster sign will be allowed on public property but limited to poster sleeves which will be located at certain locations within the downtown areas of each municipality.

OPTION 3:

Poster signs will be allowed on public property but limited to community boards which will be erected and maintained by the City. The Community Boards will be located at central locations throughout the City of Greater Sudbury.

Staff have contacted North Bay, Espanola, Hamilton, Ottawa and the Town of Markham regarding their regulations for postering and can offer the following:

- Espanola is the only municipality that allows posters on light standards and City utility poles
  - \$100 deposit for each event
  - unregulated locations
- Hamilton and North Bay offer community bulletin boards at various locations
  - Does not alleviate postering on light standards
- Hamilton, Ottawa and Markham offer poster sleeves in the downtown core areas
  - Does not alleviate postering on light standards
  - Each sleeve (stainless steel) are very expensive \$400-\$500
- All municipalities regulate size.
- All municipalities regulate time frames

Refer to Schedule "B"

STAFF RECOMMENDATION:

THAT the new Sign By-law regulate poster signs by dedicating certain light standards and utility poles for the purpose of posters and also regulate the size, time frame and means of attachment as presented in Option 1.

Summary

Appropriate sign standards and effective By-Law Enforcement are key factors for achieving and maintaining quality signage in our community. Highly visible signs are a key element in what residents and visitors see along Greater Sudbury streets and they help create the visual character of an area. As such staff recognizes that the current Sign By-law needs to be updated and improved. A compatible and positive Sign By-law will contribute to the public safety and appearance and aesthetics of Greater Sudbury.

## PUBLIC INPUT SESSION

## COMMENTS

Organization	Portable Signs	Posting	Banners
Len Denomee, Owner Mobile Sign Rentals	<ul style="list-style-type: none"> <li>Allow portable signs to encroach on City Property</li> <li>Not in sight triangles</li> <li>One month special permit</li> <li>Adjoining lands same owner allow on adjoining lands</li> </ul>		
Gerry Pawolski, Owner Magnet Signs (Mobile)	<ul style="list-style-type: none"> <li>Allow portable signs all year round</li> <li>Larger frontage property to have 8-12 permits</li> <li>Over 450 ft frontage allow 8 instead of 6</li> <li>Under 250 ft increase to 4 permits</li> <li>Reduce 250 ft frontage to 200 ft frontage</li> <li>Sight triangles - allow in special circumstance</li> <li>1 permit for 12 months</li> <li>Allow on City property</li> </ul>	<ul style="list-style-type: none"> <li>Posters on public property need permits</li> <li>Limit to every third pole</li> </ul>	
Keith McCormick Sudbury Art Club	<ul style="list-style-type: none"> <li>Allow 3' x 4' signs to advertise art shows</li> </ul>		
Roland Malette Knights of Columbus	<ul style="list-style-type: none"> <li>Allow portable signs to announce Special Events for non-profit charitable organizations</li> </ul>		
Len Ross Knights of Columbus	<ul style="list-style-type: none"> <li>Same concerns as Mr. Malette</li> </ul>		
Les Wither, Owner 674-JUNK	<ul style="list-style-type: none"> <li>To be allowed on vacant commercial land to advertise</li> </ul>		

Schedule "A"

Organizations	Portable Signs	Postering	Banners
Joan Villeneuve, Owner Pizza Gallery	<ul style="list-style-type: none"> <li>Allow portable signs all year round regardless of frontage</li> <li>Permits allowed to run consequently to 6 months</li> </ul>		
Val Mazzuca, Owner Hanmer Mall	<ul style="list-style-type: none"> <li>Increase permits for larger properties 650 ft. +</li> <li>More businesses need more signs</li> </ul>		
Gerry Rivest, Owner R.P. Signs	<ul style="list-style-type: none"> <li>Increase permits for properties with less than 250 ft frontage</li> <li>Reduce frontage to 200 ft</li> <li>Signs should be 150 ft apart</li> <li>Increase permits for large properties</li> </ul>		
Gerry O'Brien, Owner Game Experts	<ul style="list-style-type: none"> <li>Allow 8 permits for properties over 450 ft</li> <li>Special one month permit for new business</li> <li>Permit advertising for Special Events</li> <li>Setback for signs on different properties</li> </ul>	<ul style="list-style-type: none"> <li>Limit size to width of pole</li> <li>Located at bus stops only</li> </ul>	
Kathry O'Leary Northen Center Factory Outlet (e-mail response)	<ul style="list-style-type: none"> <li>Allow 8 permits for properties over 450 ft</li> <li>Two signs allowed for year on larger properties</li> </ul>		
Greg Bell, Owner, Celebrity Sign Rental (Mobile) (e-mail response)	<ul style="list-style-type: none"> <li>Under 250 ft frontage allow 1 sign for year - 4 permits</li> <li>250-450 ft allow 2 signs for year - 8 permits</li> <li>Maintain 150 ft apart</li> <li>450 ft plus allow 3 signs for year - 12 permits</li> <li>No fee for charitable event</li> <li>Maintain size at 105 sq. ft</li> <li>Maintain when permit expires, remove signs</li> <li>Maintain 2 days in residential area</li> </ul>	<ul style="list-style-type: none"> <li>Poster signs on private property must have permit for permanent sign</li> </ul>	

# Schedule "A"

Organizations	Portable Signs	Postering	Banners
Dwayne Brown, Owner Signs Now (Banners)		<ul style="list-style-type: none"> <li>Regulate posters as to size, location, duration and numbers</li> </ul>	<ul style="list-style-type: none"> <li>Permit for banners used for advertising business</li> <li>Transfer permit if permanent sign replaces banner</li> <li>time limit on Special Event Banners</li> <li>Charities have banners at any location they get permission</li> </ul>
Bob Brisebois, Stamp Show		<ul style="list-style-type: none"> <li>Introduce size limitations and distance from intersection</li> <li>Secure with screws, cheaper than the wraps</li> </ul>	
Peter Trulson St. Andrew's Place		<ul style="list-style-type: none"> <li>Limit time when posters can be put up and taken down</li> <li>No fees for charities, \$10.00 for businesses</li> <li>Charge to take them down</li> <li>Allow 8 permits for properties over 450 ft</li> </ul>	

## Schedule "B"

SURVEYED MUNICIPALITIES			
City	Portable Signs	Posters	Banners
Hamilton	<ul style="list-style-type: none"> <li>Regulate: Number of signs on property Location Size Height Time frame Not allowed on residential Not allowed on City Property</li> </ul>	<ul style="list-style-type: none"> <li>Community Bulletin Board Various locations Regulate size and time frames</li> </ul> <p><u>Comments:</u> Does not alleviate posterage on light standards</p>	<ul style="list-style-type: none"> <li>Regulate all locations</li> </ul>
North Bay	<ul style="list-style-type: none"> <li>Regulate: Size Number of signs on property Location On business property Not allowed in residential zone Time frame</li> </ul>	<ul style="list-style-type: none"> <li>Community bulletin boards various locations regulate size and time frames</li> </ul> <p><u>Comments:</u> Does not alleviate posters on light standards</p>	<ul style="list-style-type: none"> <li>Regulate downtown only</li> </ul>
Ottawa	<ul style="list-style-type: none"> <li>Regulate: Size Number of signs on property Location Height On business property Not allowed in residential Time frame</li> </ul>		<ul style="list-style-type: none"> <li>Regulate street banners only</li> </ul>



Schedule "B"

City	Portable Signs	Posters	Banners
Markham	N/A	<ul style="list-style-type: none"> <li>• Poster sleeves in downtown</li> <li>• Regulate size</li> <li>• Regulate time frame</li> </ul> <p><u>Comments:</u> Does not alleviate posters on light standards Poster sleeves very expensive (\$500)</p>	<ul style="list-style-type: none"> <li>• Regulate commercial area only</li> </ul>
Espanola	N/A	<ul style="list-style-type: none"> <li>• Allow on light standards and City utility poles</li> <li>• \$100.00 deposit</li> <li>• Unregulated locations</li> <li>• Regulate size</li> <li>• regulate time frame</li> </ul>	<ul style="list-style-type: none"> <li>• Do not regulate</li> </ul>

**POLICY DISCUSSION PAPERS - PRELIMINARY DISCUSSION (continued)**

Item 4  
Examining the Need  
for an All Terrain  
Vehicle By-Law in  
Greater Sudbury  
(continued)

The Committee, by a two-thirds majority, agreed to dispense with the Rules of Procedure and vote on the motion at this time.

The following recommendation was presented:

**RECOMMENDATION 2007-39: Moved by Councillor Cimino:**

Rules of Procedure

WHEREAS the Constellation City Report recommends the development of a comprehensive by-law to govern the use of All Terrain Vehicles (ATVs); and

WHEREAS members of the recently formed North Simcoe ATV Club - Greater Sudbury Chapter have also identified the need for an ATV by-law;

THEREFORE be it resolved that an Advisory Panel be created to include members of Council and the public to review issues and options related to an ATV By-Law as outlined in the Report dated July 31<sup>st</sup>, 2007 from the General Manager of Community Development and that this Panel host a series of public meetings to gather broad community input.

**CARRIED**

**POLICY DISCUSSION PAPERS - DECISION REQUESTED**

Item 5  
Sign By-law Review

Report dated 2007-06-26, with attachments, from the General Manager of Growth & Development regarding Sign By-law Review was received.

The following recommendation was presented:

**RECOMMENDATION 2007-40: Moved by Councillor Cimino:**

THAT Council direct staff to draft a new Sign By-law that would include the staff recommendations as outlined in the report dated June 26, 2007 from the General Manager of Growth & Development:

**PORTABLE SIGNS - Option 3**

Review the current provisions and include a provision to allow properties with more than 600 feet of frontage to obtain additional permits, as well introduce a height restriction for portable signs and allow a 3 month permit to run consecutively for a six month period to allow for a special event.

**PRIORITIES 2007-08-08 (14<sup>th</sup>)**

**(3)**

**POLICY DISCUSSION PAPERS - DECISION REQUESTED (continued)**

Item 5  
Sign By-law Review  
(continued)

**RECOMMENDATION 2007-40: (continued)**

**BANNER SIGNS**

That banner sign provisions be included in the new Sign By-law.

**POSTER SIGNS - Option 1**

Poster signs will be allowed on public property but limited to certain light standards and hydro poles and certain streets. Poster provisions will also include size, means of attachment, location and duration.

**CARRIED**

The General Manager of Growth & Development indicated that further information would be brought to the Committee identifying poles for poster signs and acceptable means of attachment.

Item 6  
Municipal Drinking-  
Water Licensing  
Program

Report dated 2007-07-11 from the Acting General Manager of Infrastructure Services regarding Municipal Drinking-Water Licensing Program was received.

The following recommendation was presented:

**RECOMMENDATION 2007-41: Moved by Councillor Cimino:**

THAT Council authorize the recruitment and hiring of a permanent full time staff member as well as 900 hours of clerical support to facilitate compliance with the requirements emanating from the recently proclaimed Municipal Drinking Water Licensing Regulation (O.Reg 188/07) under the Safe Drinking Water Act, 2002;

AND THAT Council approve a 2007 unbudgeted expenditure of up to \$80,000 funded from Capital Financing Reserve Fund - Water as necessary;

AND THAT the ongoing annual funding requirement of \$144,000 be incorporated into the 2008 base budget, as outlined in the report dated July 11th, 2007 from the Acting General Manager of Infrastructure Services.

**CARRIED**

Adjournment

**RECOMMENDATION 2007-42: Moved by Councillor Callaghan:**

THAT this meeting does now adjourn. Time: 6:08 p.m.

**CARRIED**

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Councillor J. Gasparini, Chair

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Angie Haché, City Clerk

Opening Remarks  
(continued)

Councillor Craig stated that Coniston is a tight knit community with only one eyesore being the public works building in the middle of the community. Requests have been made to upgrade it or condemn it and tear it down, however it is a very slow process.

**COUNCILLOR BRIEFING SESSIONS**

Item 3  
Sign By-law

Report dated 2007-09-19 was received from the General Manager of Growth & Development regarding Sign By-law.

Bryan Gutjahr, Manager of Compliance and Enforcement Services, and Dave Brouse, By-law Enforcement Officer, provided an electronic presentation regarding the proposed Sign By-law. A brochure entitled "*New Sign By-law Implementation - Portable and Sidewalk Signs*" was distributed to the Committee Members.

Bryan Gutjahr advised that at the Priorities Committee meeting of July 11<sup>th</sup>, 2007 three recommendations dealing with temporary sign provisions were approved and staff was directed to draft a by-law. The temporary signs include portable, banner and poster signs. He outlined the criteria for portable signs and banners; which criteria includes location, size and time restrictions.

Dave Brouse outlined the criteria for posters; which criteria includes location, size, fastening methods and time restrictions. He pointed out the poster corridors within the former City of Sudbury where 'designated poles' have been selected and stated that 'designated poles' in the outlying areas are being selected.

Bryan Gutjahr advised that the new by-law will come into effect on January 1<sup>st</sup>, 2008 and will be enforced by Staff. Also, sign companies and business owners are being informed of the new regulations.

**RECOMMENDATION 2007-46: Moved by Councillor Craig:**

THAT Council direct staff to draft a new Sign By-law which incorporates the provisions as contained in the report dated September 10<sup>th</sup>, 2007 from the General Manager of Growth & Development

**CARRIED**

Item 4  
Constellation City  
Report - Service  
Review.

Report dated 2007-09-12 was received from the Executive Director of Administrative Services regarding Constellation City Report - Service Review.

**BY-LAWS (continued)**

2008-44Z                      3                      A BY-LAW OF THE CITY OF GREATER SUDBURY TO AMEND  
BY-LAW 95-500Z THE COMPREHENSIVE ZONING BY-LAW FOR  
THE FORMER CITY OF SUDBURY

Planning Committee Recommendation 2008-34

(This By-law deletes Clause (I) in exception "C4-14", Office Commercial Special Zone, which had restricted the permitted uses to a retail clothing boutique, one dwelling unit and their related accessory uses. With this amendment the permitted uses will include all of the uses permitted in the "C4", Office Commercial Zone as set out in Part IV, Section 4, Subsection (2) of By-law 95-500Z. - Jacqueline Gervais, 273 Elm Street, Sudbury.)

2008-45Z                      3                      A BY-LAW OF THE CITY OF GREATER SUDBURY TO AMEND  
BY-LAW 95-500Z THE COMPREHENSIVE ZONING BY-LAW FOR  
THE FORMER CITY OF SUDBURY

Planning Committee Recommendation 2008-32

(This by-law rezones the subject property to "R1", Single Residential in order to permit a single detached dwelling on a lot formerly utilized for overflow customer parking and as the location of a District Regulator Station for Union Gas - Beverley Dubreuil, Lincoln Road, Sudbury.)

2008-46                      3                      A BY-LAW OF THE CITY OF GREATER SUDBURY TO  
AUTHORIZE AN APPLICATION FOR APPROVAL TO  
EXPROPRIATE PART OF PIN 73561-0007 (LT), BEING PART 9  
ON PLAN 53R-18403 FROM 2136205 ONTARIO LIMITED FOR  
THE KINGSWAY ROADWORK PROJECT

(This By-law replaces Bylaw 2008-30, to correct clerical errors.)

**Three Readings**

2008-59 Berthiaume-Barbeau: THAT By-law 2008-36A to and  
including By-law 2008-46 be read three times and passed.

**CARRIED**

**MOTIONS**

Item R-2  
Sign By-law 2007-250

The following resolution was presented by Councillor Berthiaume:

Berthiaume-Barbeau: WHEREAS Sign By-law #2007-250 was  
recently enacted and came into force and effect on January 1, 2008;

AND WHEREAS concerns have been expressed that the portable  
sign provisions are too restrictive and are adversely affecting  
businesses;

C.C. 2008-02-13                      (25<sup>TH</sup>)                      (10)

Item R-2  
Sign By-law 2007-250  
(continued)

AND WHEREAS the suggestion has been made that portable signs should be allowed on a permanent basis while maintaining the restriction as to their numbers, as provided in the current by-law:

AND WHEREAS it has been suggested that non-profit, charitable groups should be exempt from paying permit fees in relation to portable signs:

THEREFORE BE IT RESOLVED THAT the Council of the City of Greater Sudbury direct staff to prepare a report with options on how to address the concerns raised by business owners for the March 19, 2008 Priorities Committee meeting.

Councillor Rivest requested that the following be concerned during the preparation of the report: distance between two signs; number of businesses at a location compared to number of signs allowed at that location (i.e. three business and only two signs allowed); signs for apartment buildings to advertise vacancies.

Friendly Amendment

With the concurrence of the mover, Council agreed that the foregoing motion be amended by changing the meeting date to the April 16, 2008 Priorities Committee meeting.

Main Motion  
(as amended)

The following resolution was presented as amended:

2008-60 Berthiaume-Barbeau: WHEREAS Sign By-law #2007-250 was recently enacted and came into force and effect on January 1, 2008;

AND WHEREAS concerns have been expressed that the portable sign provisions are too restrictive and are adversely affecting businesses;

AND WHEREAS the suggestion has been made that portable signs should be allowed on a permanent basis while maintaining the restriction as to their numbers, as provided in the current by-law:

AND WHEREAS it has been suggested that non-profit, charitable groups should be exempt from paying permit fees in relation to portable signs:

THEREFORE BE IT RESOLVED THAT the Council of the City of Greater Sudbury direct staff to prepare a report with options on how to address the concerns raised by business owners for the April 16, 2008 Priorities Committee meeting.

**CARRIED**

C.C. 2008-02-13      (25<sup>TH</sup>)      (11)

## Policy Discussion Papers - Decision Requested

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### Request for Recommendation

### Sign By-Law Review

Presented To: Priorities Committee

Presented: Wednesday, Apr 16, 2008

Report Date Monday, Apr 07, 2008

Type: Consent - Policy Discussion Papers -  
Decision Requested

### Recommendations

That Council approve Option 1 that would allow properties with street frontage over 304.8m (1000 ft) to have the maximum number of portable signs as allowed in the Sign By-law (6) without having to remove the portable signs for a 3 month period;

And further, that Council direct staff to amend the Sign By-law to allow non-profit/charitable groups to use portable signs to advertise their special events;

And further, that Council direct staff to amend the User Fee By-law to exempt non-profit and charitable organizations from paying portable sign permit fees.

### Finance Implications

There will be a minimal amount of lost revenue as a result of exempting non-profit and charitable organizations from paying portable sign permit fees. However, this will be more than offset by incr...

#### Signed By

**Report Prepared By**

Bryan Gutjahr  
Manager of By-law Enforcement  
Services  
*Digitally Signed Apr 11, 08*

**Recommended by the Department**

Doug Nadorozny  
General Manager of Growth and  
Development  
*Digitally Signed Apr 11, 08*

**Recommended by the C.A.O.**

Mark Mieto  
Chief Administrative Officer  
*Digitally Signed Apr 11, 08*

finance implications continued...

(Financial Implications continued from cover)

...increased revenue generated from the additional permits of larger properties.

## Background

At the meeting of February 13, 2008, Council passed resolution #2008-59 that directed staff to prepare a report with Options on how to address concerns and suggestions from business owners regarding portable signs.

The concern raised on the motion was that the portable sign provisions of the Sign By-Law #2007-250 are too restrictive and are adversely affecting businesses. In particular, the motion addressed larger properties with multiple tenants and it was suggested that portable signs on these larger properties be allowed to remain on a permanent basis while maintaining the restriction as to their numbers as provided in the current Sign By-law. It was also suggested in the motion that non-profit, charitable groups should be exempt from paying permit fees in relation to portable signs.

### By-Law Amendments:

To address the first concern regarding allowing portable signs to remain on large properties on a permanent basis, staff can offer the following 2 options:

Option 1: (Large properties only - over 1000 ft of street frontage) allow only those properties with street frontage greater than 304.8 m (1000 ft) to retain up to the maximum number of portable signs currently permitted (six) without having to remove the portable signs for a 3 month period.

Option 2: Allow all properties with street frontage as outlined in the Sign By-law to retain the maximum number of portable signs permitted by the by-law without having to remove the portable signs for a 3 month period.

The following chart illustrates the maximum number of signs that would be permitted on a property based on street frontage:



<b>Street Frontage</b>	<b>Max # of Signs</b>
up to 76.2m (250 ft)	1
76.3m - 137.2m (450 ft)	2
137.3m - 183m (600 ft)	3
183.1m - 243.8m (800 ft)	4
243.9 - 304.8 (1000 ft)	5
over 304.8 m (1000 ft)	6

Note: While this would remove the 3 month up 3 month down provision, a permit would still be required for each sign and the permit would continue to expire every 3 months.

The second part of the motion suggested that non-profit charitable groups should be exempt from paying portable sign permit fees. It should be recognized that these groups function in order to assist those less fortunate, for the improvement of the community. As such, the portable sign permit fees may become financially restrictive.

To implement the non payment of fees for these groups, an amendment is required to the User Fee By-law that would exempt these groups from paying the portable sign fees.

Although not part of the resolution, during the Priorities meeting other suggestions were brought forward. These suggestion include allowing each business on a property to have a portable sign to advertise that business, allow portable signs to be placed closer together which would allow more portable signs on a property, and to allow portable signs to be used on multi residential properties to advertise apartments for rent.

If Council should consider implementing these suggestions it should be kept in mind that in doing so there will be a huge increase in the number of portable signs throughout the City. Portable signs are much less expensive than permanent signs so the tendency would be to use portable signs to advertise a business rather than using a permanent sign. Some properties may become inundated with portable signs which would add substantially to visual clutter and which can affect the safety of both vehicle and pedestrian traffic. The goal of the Sign By-law is to maintain quality signage within the community and to achieve this, appropriate standards and regulations must be in effect. For the above reasons, these suggestions are not recommended by staff.

At the Priorities Committee meeting of April 2, 2008, Council raised further concerns that they felt needed to be addressed regarding the Sign By-law review report.

One of the concerns raised by several Councillors at this meeting, was the need to allow non-profit/charitable groups to advertise their special events using portable signs. The current provisions of the Sign By-law prohibits the use of portable signs for advertising a business, a service or a use which is not conducted or located on the same lot as the portable sign. It is recognized that it is important to allow these groups to use portable signs to announce their special events. As such, staff will recommend that an amendment be made to the Sign By-law that would allow the use of portable signs for announcing special

events held by non-profit/charitable groups.

The other concern that was touched upon was the distance restriction between portable signs. A Councillor felt the distance restriction (150 ft) was too prohibitive and should be amended.

Staff can advise that the 150 ft restriction was carried over from the old Sign By-law, #88-100, and this distance restriction has been in place since 1988. This restriction was put into place to ensure portable signs are spaced far enough apart that they do not become a visual distraction such as to interfere with the safety of vehicular traffic. (Drivers attempting to read messages on the signs.) Also, having these signs closer together adds to the perception of visual clutter.

In the past 20 years the distance restriction between portable signs has not been a major concern to businesses or portable sign owners. As such, staff do not recommend amending this provision.

## **RECOMMENDATION:**

That Council approve Option 1 that would allow properties with street frontage over 304.8m (1000 ft) to have the maximum number of portable signs as allowed in the Sign By-law (6) without having to remove the portable signs for a 3 month period;

And further, that Council direct staff to amend the Sign By-law to allow non-profit/charitable groups to use portable signs to advertise their special events;

And further, that Council direct staff to amend the User Fee By-law to exempt non-profit and charitable organizations from paying portable sign permit fees.

Item 3  
Capital and Major  
Maintenance Projects,  
Ward 8 (continued)

course for sustainability. He stated that with respect to the water distribution system, they are working on condition assessment and rehabilitation programs, enhanced infrastructure maintenance which will identify weak links and general upgrades. There will also be plant upgrades and improvements. They are also working on conditional assessment programs and enhanced infrastructure maintenance with respect to the wastewater collection system as well as treatment plan upgrades.

Closing Remarks

Councillor Callaghan explained Ward 8 as residential, bed room community of 13,000 people. He stated that all Wards are similar in that there are a multitude of small concerns. He feels the budget has to be looked at to allow for more funds for all Wards to take care of the small things that mean something to the area residents.

**POLICY DISCUSSION PAPERS - DECISION REQUESTED**

Item 4  
Sign By-law Review

Report dated 2007-04-07 was received from the General Manager of Growth & Development regarding Sign By-law Review.

The following recommendations were presented:

**RECOMMENDATION 2008-16: Moved by Councillor Berthiaume:**

THAT Council approve Option 1 that would allow properties with street frontage over 304.8m (1000 ft) to have the maximum number of portable signs as allowed in the Sign By-law (6) without having to remove the portable signs for a 3 month period;

AND FURTHER THAT Council direct staff to amend the Sign By-law to allow non-profit and charitable groups to use portable signs to advertise their special events;

AND FURTHER THAT Council direct staff to amend the User Fee By-law to exempt non-profit and charitable organizations from paying portable sign permit fees.

**DEFEATED**

**RECOMMENDATION 2008-17: Moved by Councillor Cimino:**

THAT Council direct staff to amend the Sign By-law to allow non-profit and charitable groups to use portable signs to advertise their special events;

AND FURTHER THAT Council direct staff to amend the User Fee By-law to exempt non-profit and charitable organizations from paying portable sign permit fees.

**CARRIED**

**PRIORITIES 2008-04-16 (27<sup>TH</sup>)**

**(3)**

## **CORRESPONDENCE FOR INFORMATION ONLY**

Item C-13  
Greater Sudbury  
Development  
Corporation Quarterly  
Update

Report dated 2008-04-11 was received from the General Manager of Growth & Development regarding Greater Sudbury Development Corporation Quarterly Update for information only.

Item C-14  
2006-2007 Drinking  
Water Inspection  
Report Summary

Report dated 2008-04-18 was received from the General Manager of Infrastructure Services regarding 2006-2007 Drinking Water Inspection Report Summary for information only.

Item C-15  
Electronic Newborn  
Registration Service

Report dated 2008-04-11 was received from the Executive Director, Administrative Services regarding Electronic Newborn Registration Service for information only.

Item C-16  
Affordable Housing  
Program Update

Report dated 2008-04-16 was received from the General Manager of Community Development regarding Affordable Housing Program Update for information only.

## **MINUTES**

Item C-3  
Report No. 27  
Priorities Committee  
2008-04-16

Councillor Rivest requested that Priorities Committee Item 4 (Sign By-law Review) be pulled and Recommendation 2008-18 be voted on separately.

2008-156 Cimino: THAT Council approve Option 2 that would allow all properties with street frontage as outlined in the Sign By-law to retain the maximum number of portable signs permitted by by-law without having to remove the portable signs for a three month period.

**DEFEATED**

2008-157 Berthiaume-Rivest: THAT Report No. 27, Priorities Committee Minutes of 2008-04-16 be adopted.

**CARRIED**

Adjournment

In accordance with the Procedural By-law, the meeting automatically adjourned at 11:00 p.m. as unanimous consent of all members present was not received to proceed past 11:00 p.m.

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Mayor John Rodriguez

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Angie Haché, City Clerk

## INTEROFFICE MEMO

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**DATE:** May 5, 2008  
**TO:** B. Gutjahr, Manager of Compliance and Enforcement Services  
**FROM:** A Haché, City Clerk  
**RE:** **Sign By-law Review**

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The following recommendation #2008-17 was passed by the Priorities Committee on April 16, 2008 and ratified by City Council on April 23, 2008:

THAT Council direct staff to amend the Sign By-law to allow non-profit and charitable groups to use portable signs to advertise their special events;

AND FURTHER THAT Council direct staff to amend the User Fee By-law to exempt non-profit and charitable organizations from paying portable sign permit fees.

The Committee noted that the existing by-law would therefore remain in effect, as amended.



A. Haché  
City Clerk

/fb

cc: D. Nadorozny, General Manager of Growth & Development  
R. Swiddle, City Solicitor  
L. Hayes, Chief Financial Officer/Treasurer  
E. Stankiewicz, Manager of Financial Planning & Policy  
D. Dumontelle, Manager of Financial Support and Budgeting

**APPENDIX A – Options for Granting Portable Sign Permits - pg 1 of 3**

<b>Municipality</b>	<b>Contact Person/Title/Phone #/email address</b>	<b>By-law #</b>	<b>Number of Signs?</b>	<b>Cost of Permit?</b> Time Max/Min	<b>Distance separation?</b>	<b># of Sign Rental Companies</b>	<b>Any issues, changes you would make in the by-law or administration? Comments Good/bad practices</b>
Sudbury	Tina Romanyszyn By-Law Officer	#2007-250	Table in by-law sets number of signs allowed per property and number of permits issued per year based on lot frontage	\$44.00 (2011) 3 months permit 3 months between permits	45 m from another sign, not restricted to same lot	3	-allow more permits yearly for smaller businesses to retain fair competition 3 month wait time not enforced –issue permits concurrently
Sault St Marie 705-759-2500	Don Maki <a href="mailto:d.maki@cityssm.on.ca">d.maki@cityssm.on.ca</a> Building Dept.	#2005-166	-no restrictions yet -working on implementing stricter guidelines and restrictions	\$10.00/30 days \$60.00/2 years	15 m between signs on same lot	4	The Sign Bylaw is out of control from lack of enforcement. One officer to enforce. The community has taken full advantage of the situation and there are signs everywhere. The city has hired a consultant firm to make assessment on the issue and advise the best way to proceed in resolving this issue. Looking to change the by-law and make many amendments to tighten up the laws.
Windsor 1-519-255-6267 [6166] 1-877-746-4311 (gen#)	Al Peach <a href="mailto:apeach@city.windsor.on.ca">apeach@city.windsor.on.ca</a> Building Dept. By-law officers	#250-2004 Sec. 7.10	Max of 45 consecutive days per permit Max 180 days per business 1 sign per lot 1 sign for every group of 4 occupants and max of 3 per lot Min 14 day between permits for the same business	\$2.00/day (1 <sup>st</sup> 10 days) then \$1.00/day for subsequent days Min. \$20.00 55.00 on average	25m between signs on the same lot	8+ Sign vendors must also be licensed	Would like to abolish portable signs

**APPENDIX A – Options for Granting Portable Sign Permits – pg 2 of 3**

<b>Municipality</b>	<b>Contact Person/Title/Phone #/email address</b>	<b>By-law #</b>	<b>Number of Signs?</b>	<b>Cost of Permit? Time Max/Min</b>	<b>Distance separation?</b>	<b># of Sign Rental Companies</b>	<b>Any issues, changes you would make in the by-law or administration? Comments Good/bad practices</b>
City of North Bay		2006-143	Min 12m lot frontage for sign, additional sign if more than one business on lot, additional sign allowed for lot flankage	Yearly permits \$100	No distance separation		
Kawartha Lakes 705-324-9411		#2009-076	1 sign per business at any time	\$150.00/year For a shorter time, \$50.00 + \$20.00 for each month thereafter	No distance separation		
Whitby 1-905-668-5803	Scott/Ann (clerk) <a href="mailto:corbya@whitby.ca">corbya@whitby.ca</a>	#5656-05	1 sign if 6 businesses on property 2 signs if more than 6 businesses	\$100.00 /permit 15, 30, and 60 day permits Up to 60 days max per business per calendar year	60m between signs on same lot	5	Short form wording changed/ if in violation permit should be revoked ASAP permanently -implement land owners giving permission
Barrie 705-739-4241	A Doble (By-law Officer) <a href="mailto:adoble@barrie.ca">adoble@barrie.ca</a> Municipal Law Enforcement	#2005-093	1 sign if frontage is < than 125 m 1 additional if frontage is > than 125 m 1 additional sign if >20 businesses 1 additional sign if intersecting street frontage >15 m Max 3 signs per lot	\$50.00/30days \$100.00/90 days Up to 180 days per business per year -30 day waiting period Non-Profit \$25.00 (30 days)	15 m on the same or adjacent lot	3	Over all by-law works well as is, but being in the "snow belt" the removal of signs upon expiry of permit in the winter is almost impossible therefore some concessions are made ( the advertisement is removed until the sign can come down)

**APPENDIX A – Options for Granting Portable Sign Permits – Pg 3 of 3**

<b>Municipality</b>	<b>Contact Person/Title/Phone #/email address</b>	<b>By-law #</b>	<b>Number of Signs?</b>	<b>Cost of Permit? Time Max/Min</b>	<b>Distance separation?</b>	<b># of Sign Rental Companies</b>	<b>Any issues, changes you would make in the by-law or administration? Comments Good/bad practices</b>
Hamilton 905-546-2489	Scott Baldry Licensing Dept. 905-546-2424(1206)	#06-243	2 signs max per lot	\$65 -14 days \$100 -28 days No more than 6 permits per year per business (12 weeks max) 14 day waiting between permits	50 m apart on the same property		Currently seeking consult from public opinion in regards to sign by-laws
London 519-661-4500	Laura Dunkerly <a href="mailto:ldunkerl@london.ca">ldunkerl@london.ca</a> Zoning Dept.	#S-3775-94 Part 6	1 for each 45m of street frontage max 3 signs per lot	\$225.00/year \$18.75/month [June-July]	Yearly permit	22	Increases in # of permits/property as per company requests in major centers
Ottawa 613-580-2424 [29270]	Marcel Robert Licensing	#2004-239	Max 4 permits per business yearly	\$90.00/max 30 days	23m between signs on the same lot	14	
Toronto 416-392-3128	Pat Thornback <a href="mailto:pthornba@toronto.ca">pthornba@toronto.ca</a> Municipal Licensing & standards	Code Chapter 693 (693-19)	max 3 permits per business yearly	\$125.00/ max 30 days 30 day waiting period	23m between signs on the same lot		
Thunder Bay 807-625-3978	Bonnie Millard <a href="mailto:bmillard@thunderbay.ca">bmillard@thunderbay.ca</a> Development Services Dept.	#315-1992	Permit time >1mths and <4mths total time <8mths per business – one sign for every 50m or part thereof of frontage	\$20.00/permit No wait time between permits	At least 5m distance between signs on same property	3	In process of reviewing to a new sign by-law...



meeting of the Policy Committee to allow time for the Committee to review the draft by-laws.

## **Motions**

### **8 PRESENTED BY COUNCILLOR BELLI:**

The following recommendation was presented by Councillor Belli:

2011-10 Belli-Kilgour: WHEREAS the City of Greater Sudbury's Sign By-law 2007-250 restricts the number of portable sign permits commercial properties are permitted based on their frontage;

WHEREAS properties with 76.2 metres (250 feet) of frontage are restricted to two, three month portable sign permits per year which only allows a business to have a portable sign for six months of the year;

WHEREAS properties find it difficult to manage the restricted number of permits, especially towards the end of the year during the Holiday season;

WHEREAS large properties with many businesses, but small frontages are particularly affected by this restriction;

WHEREAS businesses rely on portable signs as a cost effective method of advertising;

WHEREAS many municipalities in Ontario use distance as part of the criteria for granting portable sign permits;

THEREFORE BE IT RESOLVED THAT that Compliance and Enforcement Services review criteria for granting portable sign permits and present options to provide a fair, consistent advertising venue for business on all property sizes to the Policy Committee for their consideration at their April or May meeting.

**CARRIED**

### **9 PRESENTED BY COUNCILLOR KILGOUR:**

The following recommendation was presented by Councillor Kilgour:

2011-11 Kilgour-Cimino: WHEREAS Cliffs Natural Resources has acquired chromite deposits in the "Ring of Fire" area of Northern Ontario for the purpose of mining chromite and producing ferrochrome for sale to steel makers in North America and around the world for an estimated 30-year period;

AND WHEREAS the base case location identified by Cliffs Natural Resources for the Ferrochrome Production Facility is located north of Capreol on privately-owned lands within the City of Greater Sudbury;

AND WHEREAS the proposed site has been identified by Cliffs Natural Resources as the most technically feasible site for its large size and relative remoteness, proximity and connection with the CN transcontinental rail line, and existing road and electric power corridors;

AND WHEREAS Cliffs Natural Resources estimates that 500 people will work at the site

Table from Sign By-law providing number of portable signs and permits allowed on certain properties –  
(By-law 2007-250, 42.(1))

Length of Street Line	Max # of Signs Permitted at any given Time	Max # of Signs Permitted in a Calendar Year
76.2 m (250 ft) or less	1	2
76.3 m to 137.2 m (450 ft)	2	4
137.3 m to 183 m (600 ft)	3	6
183.1 m to 243.8 m (800 ft)	4	8
243.9 m to 304 m (1000 ft)	5	10
Over 304 m	6	12

#### Conversions

Distance Separation between signs - 45 m = @150 ft

Proposed Distance Separation between signs on lots 76.2 m (250 ft) or less - 30 m = @100 ft

## Conclusion – Options for Granting Portable Sign Permits

This report provides three options for granting portable sign permits in response to a motion carried by Council on March 23, 2011. Option 3 – Flexible Business Based Permitting has been recommended as it upholds the three basic principles maintained by Council in their previous decisions on this matter, those being public safety, visual clutter, and temporary use. The recommended option also considers current practices, fairness of the ability for businesses to obtain portable signs, flexibility for businesses to manage their advertising needs, consistency in enforcement and administrative and financial effects on the municipality.

Option 3, Flexible Business Based Permitting, recommends the following amendments to the Sign by-law

- Increase the number of signs allowed on properties with street line 76.2 m (250 ft) or less from "1" to "2" (providing all sign by-law requirements are met);
- Amend the permit time from 3 months to 1, 2, or 3 months;
- Provide a 1 month wait time between permits issued to the same business;
- Remove the restriction of number of permits allowed to the property and restrict every business to a maximum of 6 months permit time per calendar year.

In addition to the preferred option, staff is also recommending that Council defer implementation of this option until the next calendar year; January 1, 2012. This will provide time for staff and businesses to adjust practices consult with stakeholders and align administrative requirements. It will provide a smooth transition to the new portable sign regulations, based on the calendar year and conclude this year with current practices.

Staff has taken this opportunity to review the cost of administering and enforcing the portable sign regulations and recommend an increase in portable sign permit fees, to \$75. This amount has been rationalized to better help recover the costs of permit review and issuance, and the required inspections to ensure compliance with the portable sign regulations.

## For Information Only

### Public Feedback on the Draft Brownfield Strategy and Community Improvement Plan

Presented To: Policy Committee

Presented: Wednesday, Jun 22, 2011

Report Date: Wednesday, Jun 15, 2011

Type: Correspondence for Information

### Recommendation

For information only.

### Finance Implications

The four financial incentive programs total approximately \$550,000 as identified in the "Reclaiming our Urban Places" document. If the final plan and strategy is approved, the request for funding will be forwarded to the Finance Committee for consideration in the 2012 budget.

## Background:

On June 11, 2008, City Council approved Planning Committee Recommendation #2008-17, as follows:

*"THAT City Staff be directed to prepare a Brownfield Community Improvement Plan for Greater Sudbury, as described in the report dated May 21, 2008 from the Manager of Community and Strategic Planning."*

On March 23, 2011, city staff updated the Policy Committee on the status of this initiative and presented *Reclaiming our Urban Places* – the Draft Brownfield Strategy and Community Improvement Plan for the City of Greater Sudbury. As part of this update, city staff indicated that the draft would be shared with the community in the spring for review and comment and that the feedback from this process, together with suggested changes, would be presented to Policy Committee in June.

## Purpose:

This report briefly describes the community engagement strategy, the feedback received from the community and the recommended modifications to the draft document.

## Discussion:

### Signed By

#### Report Prepared By

Jason Ferrigan  
Planner

*Digitally Signed Jun 15, 11*

#### Division Review

Paul Baskcomb  
Director of Planning Services

*Digitally Signed Jun 15, 11*

#### Recommended by the Department

Bill Lautenbach  
General Manager of Growth and Development

*Digitally Signed Jun 15, 11*

#### Recommended by the C.A.O.

Doug Nadorozny  
Chief Administrative Officer

*Digitally Signed Jun 15, 11*

The draft Brownfield Strategy and Community Improvement Plan (the draft strategy and plan) was formally released to the community and other persons and public bodies in April.

- The draft strategy and plan was posted to the City's website and members of the public were invited to provide their views on the draft strategy and plan at two public open houses held at Tom Davies Square on May 16 and 18 from 4:00 to 7:00 pm. The open houses were also advertised on the city's website and Facebook page, and in the local press (both statutory ads and banner ads). Four people attended the open houses to provide their views.
- The draft strategy and plan was also sent directly to the Ministry of Municipal Affairs and Housing and 22 prescribed persons and public bodies (e.g. First Nations, Nickel District Conservation Authority, utility companies), as required under the *Planning Act*. It was also sent to 18 individuals interviewed during the reconnaissance phase of the work program (e.g. developers, commercial associations and community groups). These prescribed persons, public bodies and individuals were invited to the open houses and/or to provide their comments in writing by May 24. Five written submissions were received. These submissions are summarized below.

The feedback received at the open houses and through the written submissions show general support for the draft strategy and plan. Suggestions have also been made to further strengthen the four-part brownfield revitalization strategy contemplated in the draft.

*Part 1. Continue to build awareness and capacity.*

The strategy proposes to strengthen awareness and capacity to address brownfields through four actions. The comments received support the proposal to create an interdepartmental staff team to collaborate and respond to key brownfield opportunities as they emerge.

*Part 2. Use financial mechanisms to reduce the cost of eligible brownfield projects.*

The strategy proposes to use four financial incentive mechanisms to help offset the upfront costs associated with remediating and redeveloping brownfields, subject to Council's approval and the various terms and conditions within the draft plan and strategy being met. The four proposed financial incentive mechanisms include a tax assistance program, a landfill tipping fee rebate program, a planning and building fee rebate program and a tax increment equivalent grant program. The comments received to date support the proposed use of incentives. Suggestions have been made to clarify and strengthen the provisions of the incentive programs. These suggested changes can be made.

*Part 3. Attract investment to select brownfield properties.*

The draft strategy and plan proposes to help attract investment to brownfields through the creation and implementation of a marketing strategy that would effectively communicate brownfields and brownfield redevelopment opportunities to property owners, developers, potential end uses and tenants. The comments received support the proposed marketing strategy. It has been suggested that the Community Action Networks (CANs) be more actively engaged in the marketing strategy. This would occur through a three-step process that would: inform the CANs on brownfields in their area; enable CANs to host a workshop to create visions for the future use of brownfields of interest; include this information in the marketing strategy. This opportunity can be further explored, should the draft plan and strategy be approved.

*Part 4. Create and implement a failed tax sale procedure.*

The draft strategy proposes to implement a failed tax sale procedure which helps address any outstanding financial obligations that may exist and could impede the successful sale, re-use and redevelopment of the property. The comments received support the proposed tax sale procedure. Suggestions have been made to strengthen the provisions of the municipal tax sale process and failed tax sale procedure. These suggested changes can be made.

Other comments were made regarding the need to integrate this initiative with other city initiatives such as housing, and use of pilot projects. Staff agrees and notes that these items are spoken to in the draft plan and strategy.

In addition to the above-described engagement strategy, city staff presented the draft strategy and plan to a brownfield industry conference in North Bay on May 17, hosted by the City of North Bay and OCETA (a Canadian Environmental Technology Advancement Centre). Approximately 75 individuals representing private developers, development service providers, senior levels of government and other municipalities attended this conference.

This presentation provided an important opportunity to test the draft strategy and plan with the audience and learn more about successful initiatives in other jurisdictions. The city's draft strategy and plan was well-received. In terms of lessons learned from other jurisdictions, presenters observed that:

- brownfield community improvement plans and incentives are a useful tool;
- incentives should be meaningful;
- incentives should be provided as early as possible in the redevelopment process;
- incentives should be provided in a predictable manner;
- phased incentives should be considered for large, multi-phase redevelopment projects;
- incentive agreements should be assignable to third parties.

These observations will be considered in the revisions to the draft strategy and plan.

## **Conclusion and Next Steps**

The draft strategy and plan was shared and tested with the community. The comments received to date support the city's effort to create and implement a strategy and plan to guide the revitalization of brownfields across the community. Suggestions have been made to further strengthen the proposed four-part revitalization strategy. The draft strategy and plan will be adjusted to reflect these suggestions, as described above.

In accordance with the *Planning Act*, the next step in the process will be to schedule a statutory public hearing on the final plan and strategy at Planning Committee. It is anticipated that this meeting will be scheduled for September. If the final plan and strategy is approved, the four proposed financial incentive programs totalling approximately \$550,000 as identified in "Reclaiming Our Urban Places" would be forwarded to Finance Committee for consideration in the 2012 budget.

## Request for Decision

### Parks Services Donation and Memorial Program

Presented To:	Policy Committee
Presented:	Wednesday, Jun 22, 2011
Report Date	Friday, Jun 10, 2011
Type:	Managers' Reports

### Recommendation

Whereas public donations towards park enhancements and memorial gifts are common practice in various cities throughout the province; and

Whereas the program operates on a cost-recovery basis; and

Whereas there are no financial implications with the introduction of this policy.

Therefore, be it resolved that the City of Greater Sudbury adopt the Parks Services Donation and Memorial Program policy as attached and that a by-law be passed.

### Finance Implications

The donations will recover the full cost of purchasing and installation of the park enhancements. The maintenance of these assets will fall under the annual Parks operating budget.

#### Signed By

##### **Report Prepared By**

Kevan Moxam  
Manager of Parks Services  
*Digitally Signed Jun 10, 11*

##### **Division Review**

Real Carre  
Director of Leisure Services  
*Digitally Signed Jun 10, 11*

##### **Recommended by the Department**

Catherine Matheson  
General Manager of Community  
Development  
*Digitally Signed Jun 10, 11*

##### **Recommended by the C.A.O.**

Doug Nadorozny  
Chief Administrative Officer  
*Digitally Signed Jun 16, 11*

## Background

As a means of beautifying public parks, municipalities throughout Ontario have implemented donation programs for park enhancements and memorial gifts. This unique opportunity provides the community a way of contributing or adding to shared spaces enjoyed by families, individuals and visitors.

Parks Services currently plants trees and installs benches and park enhancements (play structures, sun shelters, etc.) purchased through donations from the public and non-profit

organizations; however, there is no formal policy in place or advertising associated with the services.

### **Policy Implementation**

A brochure will be created outlining the donation options available through the Parks Services Donation and Memorial Program. The brochure will include a price list, plaque engraving details for interested donors and an application form. The brochures will be available on the City of Greater Sudbury website and at all Citizen Service Centres.



# Parks Services Donation and Memorial Program

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## **Policy Statement**

Donations to the City of Greater Sudbury Parks Services Section will be accepted through the Parks Services Donation and Memorial Program.

## **Purpose**

The purpose of the Parks Services Donation and Memorial Program is to provide an opportunity for the public to make donations towards park enhancements and memorial gifts.

## **Scope**

The Parks Services Donation and Memorial Program is administered and managed by the Leisure Services Division, Parks Services Section. All costs associated with the purchase and installation of park enhancements or memorial gifts are the responsibility of donors on a cost-recovery basis.

## **Policy Details**

Members of the public are invited to make a donation through the Parks Services Donation and Memorial Program to commemorate a special person, a momentous occasion or simply donate as a philanthropic gesture to beautify a community park.

Donations towards the purchase of park enhancements or memorial gifts can include:

- Park Benches
- Trees (hardwoods and conifers)
- Bike Racks
- Picnic Tables
- Sun Shelters
- Sports equipment (basketball standards, tennis nets, soccer goals, etc.)
- Playground Structures
- Other options can be discussed with Parks Services

**Gifting:** Items purchased by donors for Greater Sudbury parks will be accepted by Parks Services (exceptions: trees, benches). Donors must consult with Park Services before making any purchases in order to ensure adherence to safety standards.

**Location:** Items will be situated in available areas based on current inventory at specific sites. Parks Services will provide interested donors with options for consideration.

**Cost:** Every park in Greater Sudbury has a predetermined style and aesthetic plan that conforms to the usage of the space. The range of costs for specific items will be provided to donors based on location and installations fees (if installation is required). Donations towards the purchase of park enhancements or memorial gifts will be quoted using a cost-recovery formula.

**Installation:** Parks Services will be responsible for all installations. The City of Greater Sudbury maintains ownership of all park enhancements and memorial gifts purchased through donations. Park enhancements and memorial gifts will be available for public use and not the exclusive use of donors.

**Maintenance/ Replacement:** Parks Services will maintain park enhancements and memorial gifts in the same manner as similar items within parks. Tree replacements will be issued at no charge to donors within five years of the original planting or a subsequent replanting date, if required.

**Plaques:** Recognition or commemorative plaques will be installed at the request of donors.

**Tax Receipts:** Donations greater than \$10.00 paid to the City of Greater Sudbury Parks Services Division will receive a tax receipt. Tax receipts will also be issued for gifted items where supporting documentation of the purchase price, such as an invoice, is provided.

### **Procedure**

**Applications:** Application forms for the Parks Services Donation and Memorial Program will be available on the City of Greater Sudbury website and at all Citizen Service Centre locations.

**Tax Receipts:** Official tax receipts will be mailed to donors by Financial Services after payment is received by the Parks Services Division.