

ATTACHMENT “B”

2012 Sign Enforcement Program Enhancements – Outcomes & Current Status

The following Table lists the approved 2012 Summer Sign Enforcement Program enhancements and the outcomes and current status relative to each:

#	Enhancement	Status
1	Prosecution of businesses and persons placing signs on municipal boulevards and infrastructure	City staff met with York Region Prosecution Staff and implemented a prosecution program. In 2012, there were 38 charges, with an additional 18 in 2013, so far. All matters have resulted in a conviction (not including matters awaiting trial, where requested)
2	576 additional sign enforcement hours	The additional field enforcement hours now provide for year round sign removal resources and these are continuing in 2013. The addition of 576 sign enforcement hours significantly increased the effectiveness and results of the Program.
3	Ads in local newspapers & Portal on sign regulations	Will be delivered as part of Division’s 2013 Communication Plan.
4	Information on sign regulations to be included in communications with City licensed businesses	Provided and continuing in 2013. Licenced businesses found advertising illegally are being followed up by Licencing Staff.
5	Municipal “Best Practice” Review” for sign regulation	Will be completed by 2013 Summer Staff
6	Sign By-law amendments to address proliferation of Real Estate Signs	Maximum “Open House” sign size of 0.2m ² added to by-law definition.
7	Increased fines for violators	High percentage of persons pleading guilty and paying fine amount or pleading guilty with an explanation and receiving reduced fine- with subsequent compliance. Higher fines likely to result in requests for trial taking away resources from field enforcement
8	Addition of costs of removing signs onto tax rolls	It is not feasible to recover costs through taxes at this time because of the administrative processes and resources required.
10	4 Coordinated City-wide sign blitzes covering all areas of the City	Targeting one each quarter in 2013. A one-morning blitz in March 2013 resulted in over 400 signs removed by staff