



MEMORANDUM

To: Members of Council
From: Bill Wiles, Manager, By-law Enforcement & Licensing
Date: April 19, 2012
Re: **Markham's Sign By-law Enforcement Program**

At the March 20, 2012 Council Meeting, staff was directed to prepare an information memo for a future General Committee meeting outlining the following:

- 1) Legislative Services' planned summer Sign By-law Enforcement Program; and,
- 2) Potential enhancements to the Sign-By-law Enforcement Program (including costs for additional resources) to expand enforcement of By-law regulations.

1) SUMMER SIGN BY-LAW ENFORCEMENT PROGRAM

The following is an overview of Markham's planned summer Sign By-law Enforcement Program:

- As in previous years:
 - Four (4) Summer Sign Removal Students will be employed to work thirty five (35) hours a week (Monday to Friday) from May through to the end of August. These students also enforce shopping cart regulations. The budget available is \$33,600 (4 positions x 35 hrs/week x 16 weeks x \$15/hr).
 - One (1) part-time Sign Removal Student will be employed to work on Saturdays and Sundays. The budget available is \$3,360 (1 position x 14 hrs/week x 16 weeks x \$15/hr).
 - One (1) part-time Sign Enforcement Officer will be employed to work 24 hours per week to primarily address permanent and mobile sign matters. The budget available is \$10,802 (1 position x 24 hrs/week x 16 weeks x \$28.13/hr).
- New in 2012:
 - Four (4) coordinated Town-wide sign blitzes will be undertaken (involving Markham By-law Enforcement and Operations staff as well as York Region staff) in May, June, July, August. During each blitz, resources will be systematically deployed to provide sign removal in all areas of the Town.

- A coordinated Real Estate Agent Open House Sign enforcement initiative. Staff will be strictly enforcing the size restrictions on Open House signs. These types of signs are a consistent source of complaint and are a safety concern.

2) PROPOSED ENHANCEMENTS TO MARKHAM'S SIGN BY-LAW ENFORCEMENT PROGRAM

- Additional 576 hours required to cover the six month period of February through April and September through November. The estimated part-time costs for this additional coverage is \$8,640 (\$15 per hour x 576 hours). The costs will be absorbed in the overall operating budget in 2012, and the item will be reviewed and addressed in the 2013 operating budget process.
- Placement of reoccurring ads in the local newspaper and on Markham's Portal to educate residents on municipal Sign By-law regulations and to encourage them to: 1) report illegal signs to the Town; and 2) complain to the offending business(s).
- Distribute written notices to all of Markham's licensed businesses reminding them of Markham's Sign By-law regulations.
- Review best practices with respect to enforcement of illegal signs and prevention of same, in order to identify successful enforcement approaches in other municipalities.
- Staff will review with the Town's Prosecutor and Legal Services all possible prosecutorial tools available to the municipality to deal with illegal signs (e.g. staff will again review if charges for placement of illegal signs on municipal boulevards and infrastructure can be successfully prosecuted); and further,

As discussed at the March 20, 2012 Council meeting, staff will report back to General Committee in the Fall of 2012 regarding the outcome(s) of Markham's Summer Sign By-law Enforcement program.