

August 13, 2014

**CORPORATE SERVICES REPORT –
LEGISLATIVE SERVICES 2014-17**

TO: Committee of the Whole

SUBJECT: Relief From the Fees and Charges related to Signs on Davis Drive

ORIGIN: Director, Legislative Services/Town Clerk & Supervisor, By-law
Enforcement

RECOMMENDATIONS

THAT Corporate Services Report – Legislative Services 2014-17 dated August 13, 2014, regarding Relief from the fees and charges related to Signs on Davis Drive be received; and

- 1) THAT the request to waive fees and charges related to signs on Davis Drive be denied.**

COMMENTS

The purpose of this report is to inform Council of a request for an exemption from the fees and charges Bylaw 2013-57 associated with signs (permit application and variance fees) for business located on Davis Drive. The request was filed by the owner/operator of Rick's Cookhouse on Davis Drive.

On January 20, 2014 Council approved reduced fees and charges for businesses located on Davis Drive for all sign types between January 20, 2014 and December 31, 2015. The owner/ operator of Rick's Cookhouse is the first request to waive sign fees and charges on Davis Drive.

Sign related fees and charges are intended to recover costs associated with administration of the permit and to compensate the Appeal Committee should the applicant wish to review the Director's decision regarding a sign variance. Fees and charges also act as an incentive to ensure a complete application and any required documentation is filed.

VIVANext has established a construction sign program along Davis Drive to assist with advertising and way-finding for affected businesses.

Corporate Services Department

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For these reasons, staff do not support the request to waive sign fees and charges.

Should Council wish to waive sign fees and charges, an amendment to the fees and charges by-law, By-law 2013-57 would be required (and considered at the September 29th Council meeting to ensure compliance with the Town's notice policy). Should Council agree with the request, staff suggest that the amendment apply to all businesses along Davis Drive and be in effect to December 31, 2015 to ensure consistency (rather than relief for one applicant at a time).

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

This report relates to the "Well Equipped and Managed" link of the Town's community vision implementing policy and processes that reflect sound, accountable governance.

CONSULTATION

If Council wishes to make any changes to the Fees and Charges By-law, public notification will be required in the form of notice in a local newspaper, at least two weeks prior to Council's consideration of the matter.

HUMAN RESOURCE CONSIDERATION

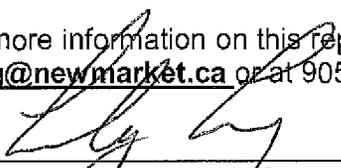
There are no human resources considerations related to this report.

BUDGET IMPACT (CURRENT AND FUTURE)

Waiving sign related fees and charges will represent a loss in the Legislative Services budget during the time such waiver is in effect. The total value of such loss is based on the number of applicants, sign types and matters dealt with by the Appeal Committee if any, and the total value is unknown. Since the reduced sign fees and charges were established by Council for Davis Drive businesses, to date there have been 33 applications for various signs representing \$3,270.00 in revenue for the Town.

CONTACT

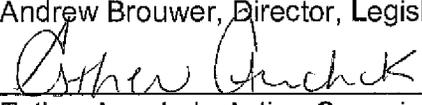
For more information on this report, please contact Lesley Long, Supervisor of Bylaws at llong@newmarket.ca or at 905 953-5300, ext. 2222



Lesley Long, Supervisor of Bylaw Enforcement



Andrew Brouwer, Director, Legislative Services /Town Clerk



Esther Armchuk, Acting Commissioner of Corporate Services