

September 9, 2014

**CORPORATE SERVICES REPORT –
LEGISLATIVE SERVICES 2014-19**

TO: Committee of the Whole

SUBJECT: Implementation Considerations, Relief From Sign Permit Fees, Davis Drive and Yonge Street

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

RECOMMENDATIONS

THAT Corporate Services Report – Legislative Services Report 2014-19 dated September 9, 2014 regarding Implementation Consideration, Relief from Sign Permit Fees, Davis Drive and Yonge Street be received.

COMMENTS

On September 8, 2014, Council passed the following resolution;

- 1) THAT sign permit fees for businesses located on Davis Drive and Yonge Street and streets immediately abutting Davis Drive and Yonge Street impacted by the VivaNext rapid transit expansion project be waived and where applicable, refunded.
- 2) AND THAT a staff report be brought back outlining a recommended implementation procedure and other considerations.

SCOPE / ASSUMPTIONS

Staff have considered Council's resolution waiving sign permit fees for businesses on Davis Drive and Yonge Street impacted by the VivaNext rapid transit expansion project and the following scope/assumptions have been identified and staff will proceed as outlined unless otherwise directed by Council.

- 1) Applies to all sign types, including ground, fascia, billboards and portable signs.
- 2) Fees waived will be recovered through the rate stabilization fund.

Corporate Services Department

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- 3) All sign permit applicants will be required to comply with the Sign By-law (By-law 2014-11) including adherence to standards and completion of required application forms and related documentation. Sign permit applicants will also be required to comply with any VivaNext requirements. Businesses will no longer be able to place signage on land expropriated by VivaNext without permission from VivaNext.
- 4) The resolution does not include or affect any fees or charges related to the issuance of a sign permit (e.g., Building Permit fees)
- 5) Those businesses on and immediately abutting Davis Drive and Yonge Street impacted by the VivaNext rapid transit expansion project are generally set out in the Construction zone outlined in the map attached as (Appendix "A").

IMPLEMENTATION

As indicated on the map in Appendix "A" the VivaNext "construction zone" for affected businesses on Davis Drive will occur from approximately Huron Heights Drive to Yonge Street and on Yonge Street from Davis Drive to Savage Road. Therefore, sign permit applicants along Davis Drive in the construction zone will be refunded from January 2014 to September 29, 2014 upon the decision of Council and the remainder of fees will be waived and recovered through the rate stabilization fund to the conclusion of the construction work, anticipated to be fall 2015. There may be remaining work on Davis Drive beyond this date, but it will not be substantial in terms of interruptions to businesses.

It is anticipated that construction will commence along Yonge Street this month, with an anticipated project completion date of 2018.

Staff will consult with VivaNext to confirm the status of substantial construction work in determining if the sign permit fee will be waived as the construction progresses along Yonge Street. Staff will take a lenient view towards sign permit applicants given Council's direction to provide businesses with relief from sign permit fees associated with the VivaNext rapid transit expansion project.

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

On August 29, 2014, By-law Enforcement staff attended a Vivanext working group meeting. If Council wishes to make any changes to the Fees and Charges By-law, as noted in the scope / assumptions section 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)


Currently, there are sufficient funds in the rate stabilization fund. Davis Drive sign permit fee refunds, which to date is \$5150. It is estimated that the total refund for sign permit fees related to the VivaNext rapid transit expansion project will be approximately \$80,000 with a completion date of 2018. Attached in the chart Appendix "B" it shows the past history and projected fees to the end of the VivaNext project.

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



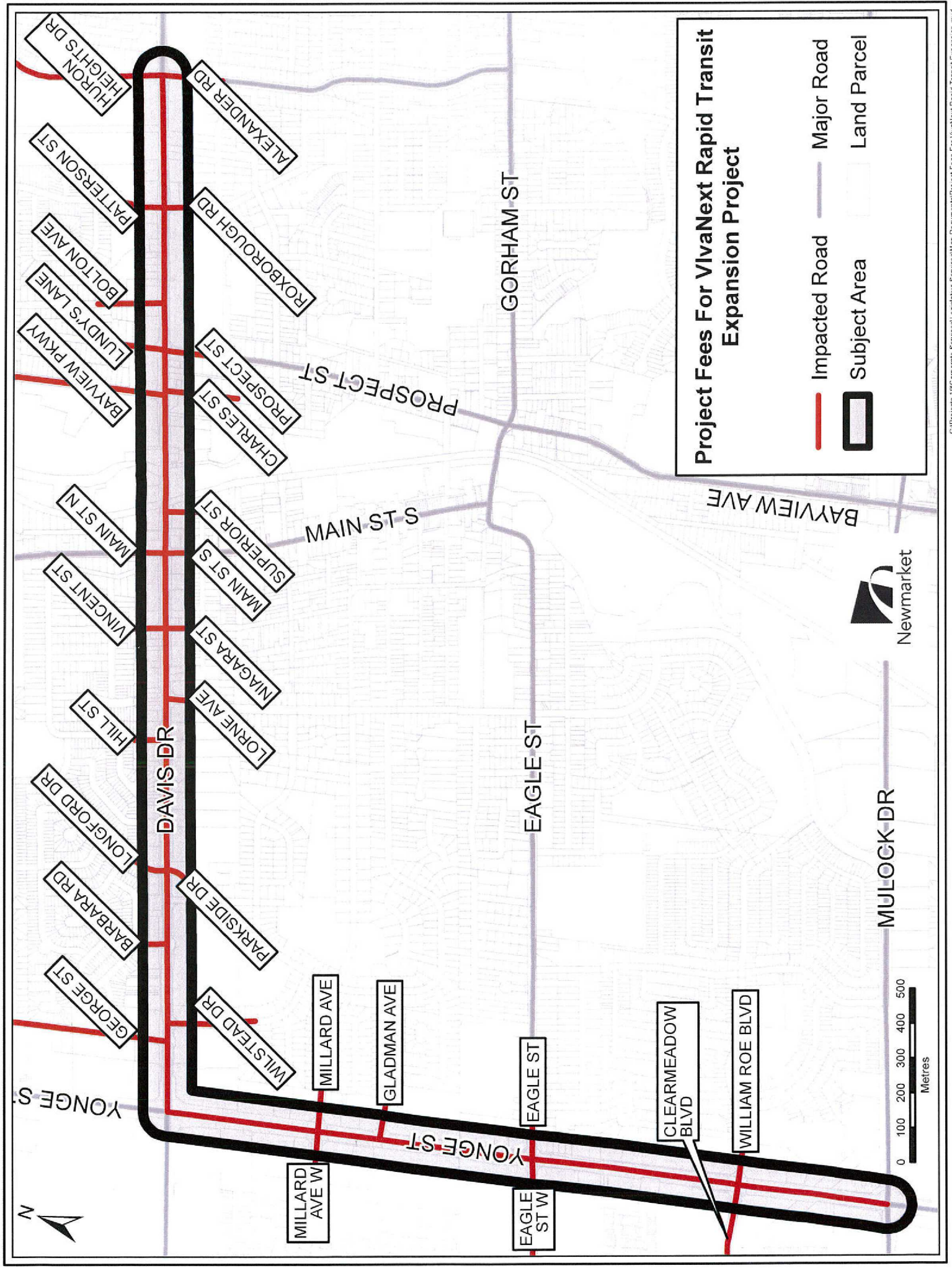
Lesley Long, Supervisor of Bylaw Enforcement



Andrew Brouwer, Director, Legislative Services /Town Clerk



Anita Moore, Commissioner of Corporate Services



APPENDIX "B"

STREET	2013				2014				2015				2016				2017				2018			
	SIGN TYPE	PERMIT FEE PER SIGN	NUMBER OF SIGNS	PERMIT REVENUE	PERMIT FEE PER SIGN AT REDUCED RATE	NUMBER OF SIGNS	PERMIT REVENUE TO DATE	PROPOSED PERMIT FEE AT REDUCED RATE	PERMIT REVENUE TO DATE	PROPOSED PERMIT FEE AT REDUCED RATE	NUMBER OF SIGNS	PROJECTED PERMIT REVENUE	PROPOSED PERMIT FEE TO RETURN TO CURRENT RATE	NUMBER OF SIGNS	PROJECTED PERMIT REVENUE	PROPOSED PERMIT FEE	NUMBER OF SIGNS	PROJECTED PERMIT REVENUE	PROPOSED PERMIT FEE	NUMBER OF SIGNS	PROJECTED PERMIT REVENUE	PROPOSED PERMIT FEE	NUMBER OF SIGNS	PROJECTED PERMIT REVENUE
DAVIS DRIVE & ABUTTING STREETS	GROUND	150	5	750	150	3	450	150	5	750	5	750	424.36	5	2,121.80	437.09	5	2,185.45	450.20	5	2,251	450.20	5	2,251
	FASCIA	150	9	1,350	150	8	1,200	150	10	1,500	10	1,500	424.36	10	4,243.60	437.09	10	4,370.90	450.20	10	4,502	450.20	10	4,502
	MOBILE	80	46	3,680	80	25	2,000	80	30	2,400	30	2,400	106.09	30	3,182.70	109.27	30	3,278.10	112.55	30	3,376.50	112.55	30	3,376.50
	PORTABLE	80	1	80	80	0	0	80	5	400	5	400	106.09	5	530.45	109.27	5	546.35	112.55	5	562.75	112.55	5	562.75
	BILLBOARD	0	0	0	1,500	1	1,500	1,500	0	0	0	0	1,591.35	0	0	1,639.09	0	0	1,688.26	0	0	1,688.26	0	0
TOTAL			61	5,860		37	5,150		50	5,050	50	5,050		50	10,078.55		50	10,380.80		50	10,692.25		50	10,692.25
YONGE ST & ABUTTING STREETS	GROUND	150	4	600	400	1	400	412	5	2,060	5	2,060	424.36	5	2,121.80	437.09	5	2,185.45	450.20	5	2,251	450.20	5	2,251
	FASCIA	150	15	2,250	400	6	2,400	412	10	4,120	10	4,120	424.36	10	4,243.60	437.09	10	4,370.90	450.20	10	4,502	450.20	10	4,502
	MOBILE	80	92	7,360	100	97	9,700	103	100	10,300	100	10,300	106.09	100	10,609	109.27	100	10,927	112.55	100	11,255	112.55	100	11,255
	PORTABLE	80	1	80	100	0	0	103	5	515	5	515	106.09	5	530.45	109.27	5	546.35	112.55	5	562.75	112.55	5	562.75
	BILLBOARD	0	0	0	1,500	0	0	1,545	0	0	0	0	1,591.35	0	0	1,639.09	0	0	1,688.26	0	0	1,688.26	0	0
TOTAL			112	10,290		104	12,500		120	16,995	120	16,995		120	17,477.85		120	18,029.70		120	18,570.75		120	18,570.75
TOTAL PROJECT IMPACT				16,150			17,650			22,045		22,045			17,477.85			18,029.70			18,570.75			18,570.75