

September 17, 2015

**DEVELOPMENT AND INFRASTRUCTURE SERVICES  
PLANNING AND BUILDING SERVICES - PLANNING REPORT 2015-38**

TO: Committee of the Whole

SUBJECT: Public Meeting notification sign requirements for Planning Applications

ORIGIN: Council Motion

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**RECOMMENDATIONS**

1. **THAT Development and Infrastructure Services, Planning & Building Services Report 2015-38 dated September 17, 2015 regarding changing the requirements for Public Meeting notification signs be received and the following recommendations be adopted:**
  - i. **THAT the requirements for Public Meeting notification signs be changed such that the wording is simpler and a map and/or drawing of the proposed development be included on the sign.**

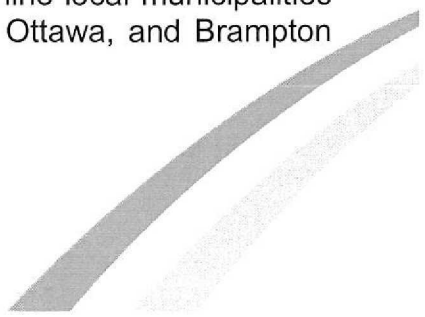
**BACKGROUND**

On May 5, 2014 Council adopted a motion: that staff report back to Council on the implementation of improved signage and advertising for notification regarding Official Plan and Zoning By-law Amendments.

In response to that motion, staff have reviewed other municipalities' practices and determined that there are positive benefits to changing the requirements for our Public Meeting notification signs.

**COMMENTS**

Staff have undertaken a review of Public Meeting notification sign requirements of municipalities in southern Ontario. The goal of the review was, among other things, to determine which municipalities require a location map, plan and/or drawing of the proposed development to be included on public notification signs. The focus of the review was on the nine local municipalities of York Region, and in addition Orangeville, Waterloo, Guelph, Toronto, Ottawa, and Brampton were also contacted.



The City of Vaughan is the only York Region municipality that requires that a graphic be provided on public notification signs. Vaughan's notification signs for Plans of Subdivision, Zoning By-law and Official Plan Amendment applications require a plan or map of the proposed development. An artist's rendering is to be included on the notification signs for Plan of Condominium and Site Plan applications. The Cities of Ottawa, Brampton and Toronto also require that a visual be provided on their notification signs in the form of a plan, an elevation, or a rendering of the proposed development. The Cities of Waterloo and Guelph only require visuals for site plan applications containing more than one building.

The Town of Orangeville and the Cities of Vaughan, Guelph, Waterloo and Ottawa were the only municipalities that required notification signs for site plan applications.

At this time staff are recommending that our requirements for public notification signs be amended to require that a plan and/or drawing be included on public notice signs and that the wording be simplified. This will benefit the public and would not result in any additional costs to the municipality, or create additional work for staff. As shown on the attached examples, signs that contain a visual and have simple wording are easier to understand. This better informs residents and should assist them to become more engaged in the planning process.

According to the Cities of Vaughan and Ottawa, developers in those municipalities are in support of their recent changes to the requirements for public notification signs. The inclusion of plans/drawings and the simplification of the text have resulted in fewer inquiries for clarification regarding development applications. It appears that simpler signs with visuals are a more effective way of conveying information about development applications to the general public.

There would be no apparent extra cost to the Town to implement this change. There may be a slight increase in staff time to assist the applicant in preparing the sign, specifically assisting the developer in choosing the drawing or plan to be placed on the sign.

Staff have prepared a sample public notice sign with the proposed changes, attached as Appendix 1. For comparison Appendix 2, is a sample of Newmarket's current Public Meeting Notice Sign. Appendix 3 shows sample public meeting signs from other municipalities.

## **BUSINESS PLAN AND STRATEGIC PLAN LINKAGES**

The proposed changes to public notice signs will support the Community Strategic Plan by being offering a method of improved communication.

## **COMMUNITY CONSULTATION POLICY**

Staff consulted with other municipalities in York Region and beyond to canvass practices and to determine if others have made changes to their sign posting requirements to improve public communication and understanding.

**HUMAN RESOURCE CONSIDERATION**

Not applicable to this report.

**BUDGET IMPACT (CURRENT AND FUTURE)**

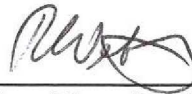
None.

**CONTACT**

For more information on this report, contact: Meghan White, Planner, at 905-953-5321, ext 2458; [mwhite@newmarket.ca](mailto:mwhite@newmarket.ca).



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Commissioner, Development and Infrastructure  
Services



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Director, Planning & Building Services



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Planner

## APPENDIX 1

### Proposed Public Meeting Notice Sign



## PUBLIC MEETING NOTICE

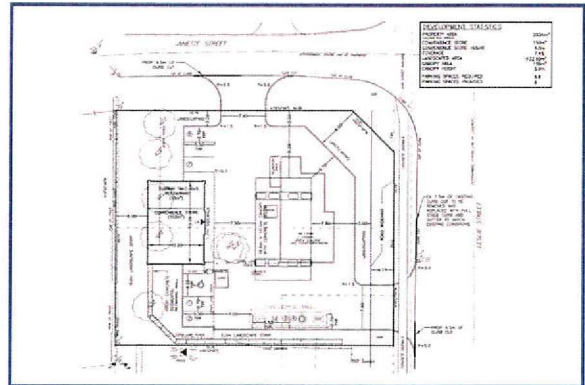
17844 LESLIE STREET, NEWMARKET

### APPLICANT'S PROPOSAL

Zoning By-law Amendment

from the Service Commercial (CS) Zone  
to the Automotive Commercial (CA) Zone

to permit a proposed gas station and associated  
convenience/food store on these lands.



### LET US KNOW WHAT YOU THINK

#### PLANNING DIVISION

- 905-953-5300
- [planning@newmarket.ca](mailto:planning@newmarket.ca)
- visit [newmarket.ca](http://newmarket.ca) and search "Current Applications" for more information

### MEETING INFORMATION

Date: Monday May 4, 2015

Time: 7 p.m.

Location: Council Chambers  
395 Mulock Drive  
Newmarket Town Hall

## **Appendix 2**

### **Current Public Meeting Notification Sign – Town of Newmarket**

#### **PUBLIC NOTICE**

**APPLICATION (D14 NP14-10)**

**FOR ZONING BY-LAW AMENDMENT HAVE BEEN MADE**

**TO REZONE FROM THE EXISTING**

**SERVICE COMMERCIAL (CS) ZONE TO THE AUTOMOTIVE COMMERCIAL (CC) ZONE**

**TO PERMIT A GAS STATION ON THESE LANDS**

**FOR BACKGROUND INFORMATION, INCLUDING A COPY OF THE WRITTEN**

**NOTICE OF THE PUBLIC MEETING, CONTACT THE TOWN OF NEWMARKET**

**PLANNING DEPARTMENT – 905-953-5321**

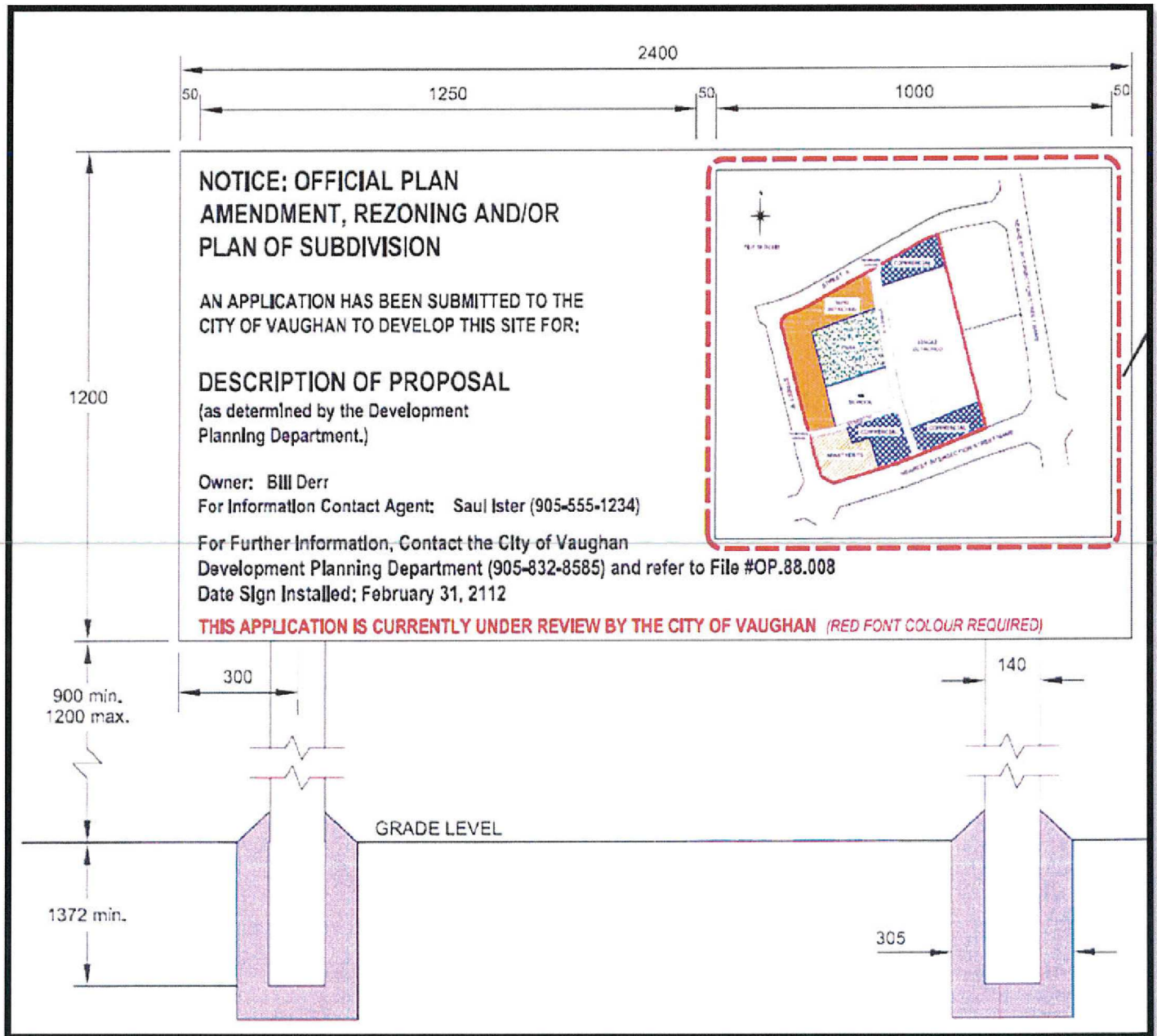
**PUBLIC MEETING TO BE HELD AT THE MUNICIPAL OFFICES,**

**395 MULOCK DRIVE, ON:**

**MONDAY OCTOBER 29, 2012 AT 7:00 P.M.**



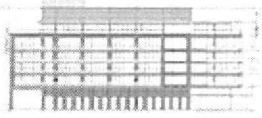
### Appendix 3 Sample Public Notification Sign – City of Vaughan



## Sample Public Notification Sign – City of Ottawa

		<b>90, rue Elgin Street</b>		<b>PLANNING AND GROWTH URBANISME MANAGEMENT ET GESTION DE LA CROISSANCE</b>	
<h3>Applicant's proposal</h3> <p>The City of Ottawa has received a Site Plan Control application to develop a 17 storey office building with ground floor retail and a three storey underground parking garage.</p>					
			<h3>Proposition du requérant</h3> <p>La Ville d'Ottawa a reçu une proposition visant la réglementation du plan d'implantation pour l'aménagement d'une tour de bureau de 17 étages, dont le rez-de-chaussée sera occupé par des commerces de vente au détail et qui comprendra trois niveaux de stationnement souterrain.</p>		
<h3>Let us know what you think.</h3> <p>Melissa Jort-Conway ☎ 613-580-2424 extension 16187 ✉ melissa.jort-conway@ottawa.ca</p> <p>Visit: <b>Ottawa.ca/devapps</b> for more information on this application</p>			<h3>Qu'en pensez-vous? Dites-le nous.</h3> <p>Melissa Jort-Conway ☎ 613-580-2424 poste 16187 ✉ melissa.jort-conway@ottawa.ca</p> <p>Visitez : <b>Ottawa.ca/demdam</b> pour plus de renseignements sur cette demande</p>		
<p>Posted on June 23, 2014 / Affiché le 23 juin, 2014</p>					

## Sample Public Notification Sign – City of Toronto



# Development Proposal

2000 - 2200 Any Street and  
2300 - 2400 Any Street

An application to amend the zoning by-law to permit a six-storey mid-rise building with commercial on the ground floor and 44 residential units. The development provides 66 parking spaces.

### STATUTORY PUBLIC MEETING:

Information will be posted once meeting is scheduled



FILE# 10 123456 STE 27 OZ

For Information:

[www.toronto.ca/planning/developmentapplications](http://www.toronto.ca/planning/developmentapplications)

City Planner: John Smyth

416-394-1234 [jsmyth@toronto.ca](mailto:jsmyth@toronto.ca)

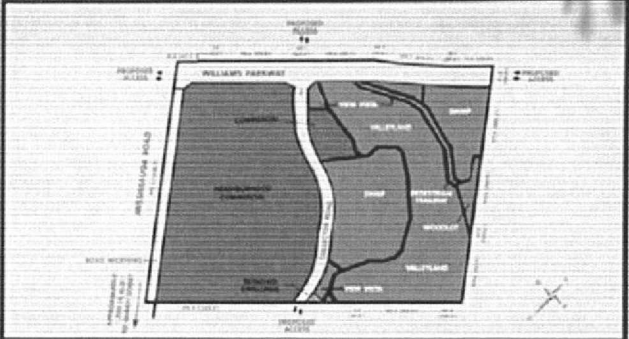


## Sample Public Notification Sign – City of Brampton

**NOTICE: OFFICIAL PLAN AMENDMENT**

A PROPOSAL HAS BEEN MADE TO:

**REDESIGNATE FROM  
NEIGHBORHOOD RETAIL  
TO DISTRICT RETAIL AND  
STORMWATER  
MANAGEMENT POND**



Owner:  
Agent:

For further information, phone the City of Brampton Planning, Design & Development Department 905-874-2050 and refer to File #C4W8.3

DATE SIGN ERECTED: JULY 25, 2005