



# The Corporation of the Town of Milton

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Report To: Council

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From: William Roberts, Acting Town Clerk

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Date: February 11, 2019

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Report No: CORS-011-19

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Subject: Town Affiliated Groups Signage on Town Road Allowances

**Recommendation: THAT report CORS-011-19 be received for information.**

## EXECUTIVE SUMMARY

This report is in response to the resolution of Council on August 27, 2018 requesting staff to consider further possible exemptions to the Town's Road Fouling Bylaw as it relates to sign advertising on Town-owned road allowances. Options are further outlined in this report and staff do not recommend any further expansion of the exemption program.

## REPORT

### Background

Section 2 (g) of the Town's Road Fouling Bylaw #115-2005 prohibits the posting of notices, handbills, stickers, placards or advertisements upon Town road allowances. The illegal placement of signage throughout the community is enforced reactively against all signage via complaints received by the Municipal Law Enforcement Unit with the exception of commercial signs which are proactively enforced via Council resolution 73-18 passed on August 27, 2018.

At the same meeting Council resolution 71-18 provided for an exemption to the Road Fouling By-law, permitting Town affiliated groups to erect signs on Town road allowances to promote their local community events and appropriate directional signage for a maximum of one week prior to any event. Signs were to be removed within 48 hours after the event. Any exemption to the Town's Road Fouling By-law applies to Town road allowances only. The Region of Halton does not permit any signage on



# The Corporation of the Town of Milton

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Regional roads. Staff were directed to report back to Council regarding the possible inclusion of other exceptions to the By-law.

The Town's User Fee By-law 062-2018 includes a fee currently set at \$81.00 per sign for the removal of illegal signs erected on Town and Regional roads. This fee recovers the cost of removing, storing, disposing of and invoicing of signs to offenders. When introduced in 2015, it was anticipated that the user fee would act as a deterrent for individuals and business owners who illegally advertise throughout the community.

As a result of enforcement actions, organizations and business owners have received invoices for the placement of signs on Town and Regional road allowances. Attached as Appendix D are recent requests to waive payment on invoices for the removal of signs.

Since the introduction of the user fee in 2015, the Town has invoiced 189 different offenders with collection rates on the invoices of 27%. This collection rate incorporates the recoveries that occur via collection agencies, as a large portion of the invoices for this user fee require the use of that service. The actual number of offenders is significantly higher than 189, however only those organizations that can be identified and located by MLEO staff are forwarded to accounts receivable for collection. Staff are continually evaluating the resources allocated, cost recovery and program effectiveness, and moving forward the Town will be leaning more towards applying penalties for illegal signage through the Provincial Offences Act rather than invoicing.

## Discussion

Affiliation status is available to not-for-profit, volunteer-based organizations and service clubs that provide and support leisure activities for Milton residents. Eligibility requirements for Town affiliated groups comes from the Community Services Department and is attached as Appendix A. Appendix B outlines groups that are currently participating in the affiliation process.

In response to Council's resolution from August 2018, the following options have been reviewed and are available for Council consideration:

1. Status quo (i.e. continue to permit affiliated groups to erect signs on Town roads as outlined in resolution 71-18).

Council's change to allow only Town affiliated groups to erect these signs has led to some challenges for both enforcement and the community. Notably, there is some confusion as to why only those groups listed in Appendix B but no other groups are



# The Corporation of the Town of Milton

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permitted to erect signs, especially if they are raising funds or awareness for a community or public good which isn't leisure-related.

Also, when some groups are permitted to erect such signs, others believe that they are also allowed to and will erect their signs and this leads to enforcement action.

To add to the confusion, Halton Region does not permit any such signage on its roads. The difference in rules for each class of roads contributes to community confusion which can lead to enforcement action, even against those that are now permitted to erect signs on Town roads.

2. Expand the suspension of enforcement to registered charities or other groups.

Council could choose this option however it is important to note that adding registered charities to the list of exemptions may not provide a relief of the By-law to some non-profit community groups and organizations, as they may not hold a registered charity status.

If Council did choose this option, staff recommend to restrict it to registered charities as they would be able to produce proof of registration however timely enforcement would be difficult, especially if the signs can only be erected one week before the event. If not restricted to registered charities, it is impossible to clearly delineate which groups can or can't erect such signage without creating an eligibility/application/permitting process which would take significant staff time to develop, administer, and enforce.

3. Rescind Council resolution 71-18 (attached as Appendix C) not allowing any such signage on Town roads.

Staff believe Council should also consider the option of rescinding its previous decision to exempt Town affiliate groups from enforcement of this by-law. Prior to Council's decision to allow Town affiliated the Town did not allow any such signage on its roads, purportedly to help contribute to an aesthetically-pleasing community with reduced visual clutter.

## Financial Impact

Expanding the list of exemptions to the Road Fouling By-law to other groups such as registered charities would draw on staff resources as enforcement staff will need to



# The Corporation of the Town of Milton

allocate time to accurately determine whether or not the organization meets the criteria for exemption. This would detract from other activities currently being performed by enforcement staff and therefore would impact existing levels of service.

Collection of invoices occurs in accordance with the Town's Accounts Receivable Policy (Policy 155). The policy outlines the collection processes available for staff, as well as the authority and basis for writing off uncollectible balances. Since 2015, the Town has collected \$38,233 of the \$143,691 in invoices issued related to the illegal sign removal user fee.

Respectfully submitted,

Troy McHarg  
Town Clerk

For questions, please  
contact:

Mary Beth Mitchell x2133

Attachments
Appendix A – Eligibility requirements for Town affiliated groups
Appendix B – List of Town affiliated groups
Appendix C – Resolution 71-18
Appendix D - Recent requests to waive invoices related sign violations

CAO Approval  
William Mann, MCIP, RPP, OALA, CSLA, MCIF, RPF  
Chief Administrative Officer

# Town of Milton Affiliation Program

## Guidelines and Application Package

### Background



The Affiliation Program enables the Community Services Department to offer supplementary support for local organizations working for the betterment of leisure activities in the community.

For example, this program may provide reduced rates for some services, such as rental of Town facilities or advertising in the Community Services Guide. Support may also include advisory support from Town staff.

Leisure activities are defined as recreational, artistic, cultural, heritage, civic or community-minded pursuits taken up by Milton residents in their spare time.

### Objectives

The objectives of the Affiliation Program are to:

1. Work in partnership with the community to provide a wide variety of accessible leisure opportunities for enhancing the quality of life for residents
2. Assist the Town of Milton with identifying the need for new leisure opportunities
3. Foster community leadership development
4. Provide community organizations with a better understanding of the support available from the Town of Milton
5. Identify areas where assistance from the Town of Milton would be of benefit
6. Ensure community organizations seeking support understand the expectations of the Town of Milton
7. Identify support through an application process for affiliation
8. Enhance communication with the Town of Milton and connect community residents to organizations
9. Streamline processes associated with the administrative requirements for the Town's community partners/affiliated groups

### Benefits to Affiliated Organizations

The types and level of services provided to affiliated organizations by the Town are dependent on the needs of the organization and the resources available at the time of application. Approval for affiliated status does not guarantee access to space or funding. The level of support received as an affiliated organization can vary annually.

The following services illustrate what may be available to affiliated organizations:

- Council-approved affiliated (reduced) rates for use of Town-owned and Town-administered facilities
- Advertising space at Council-approved affiliated (reduced) rates in the Town of Milton Community Services Guide
- Advertising space at Council-approved affiliated (reduced) rates on Town Reader Boards
- Advance seasonal or event bookings in Town facilities
- Priority access to school board facilities through the Town's reciprocal agreement with the Halton District School Board and the Halton Catholic District School Board
- Access to Town facility space (where available) at reduced rates for program registration
- Access to Town meeting rooms (when available for public use) for meetings and/or training activities (up to a maximum of 16 hours per year at no charge, or as negotiated at the time of application)
- Assistance of a Town staff liaison, acting in an advisory capacity
- Provision of up-to-date information on grants and funding opportunities
- Access to the Milton Community Fund for financial assistance (Affiliated groups as well as other organizations are eligible to apply for funding from this program.)
- Assistance in connecting with other community organizations and government programs

## Eligibility

Affiliation is a cooperative agreement between the Town of Milton Community Services Department and local volunteer organizations. The Town will serve in a support role only, and is not responsible for the decisions and/or actions of any group or its members.

### Applicants **Eligible** for Funding

Affiliation status is available to not-for-profit, volunteer-based organizations and service clubs who provide and support leisure activities for Milton residents.

### Applicants **Not Eligible** for Funding

Affiliation status is **not** available to:

- Organizations whose primary interest is in promoting professional associations or business opportunities  
(Please contact the Town's Economic Development Office for information on alternate business support opportunities in Milton at 905-878-7252, ext. 2104.)
- Organizations whose main purpose is to further the aims of a religious organization or to promote religious doctrine
- National or provincial organizations
- Social service organizations

## Criteria for Eligible Organizations

If your organization wishes to become affiliated with the Town of Milton, you must submit an application showing that your group:

- Exists for the benefit of Milton and provides services that are available to residents of Milton
- Is a not-for-profit organization and operates under the authority of a volunteer board or executive committee, comprised of not less than five members
- Has a minimum of 75% of its membership/registrants comprised of Milton residents. It is recognized that a broader population base is sometimes required for organizations to be successful. Exemptions to the 75% residency requirement may be granted based on one of the following as it relates to your group:
  - Provides a new or emerging service
  - Services a population with special needs
  - Caters to a high performance/elite level of activity
  - Showcases community events, which draw a significant audience base
- Holds an annual general meeting
- Elects a board of directors or executive committee from the general membership through a democratic election process
- Is capable of carrying out your objectives and financial obligations
- Adheres to the Ontario Human Rights Code and makes membership available to all Milton residents without restriction (Membership restrictions based on geographic location, skill, facility limitations, or age may be permitted; however, the organization must demonstrate that Milton residents have priority in accessing membership.)

## Review Process for Affiliation Applications

Please note that the review process is currently being finalized for this program.

1. The Community Services Department will review all applications.
2. Applicants will be notified in writing within 6 weeks regarding their status and applicable benefits.
3. Applicants who wish to appeal the decision made by the Department must notify the Manager, Recreation Services, of their intent within 30 days of receiving notice of their status. A volunteer member of the Town's Community Services Advisory Committee and the Director, Community Services will consider the appeal.
4. Applicants will be notified regarding the renewal process and will be required to update their status every 2 years.

## Submission Details

Submit your application package (no faxes or e-mail submissions, please) to:

The Corporation of the Town of Milton  
Community Services Department

**Attention:** Denise Black, Recreation Services Analyst

### **Mail and drop off:**

150 Mary Street, Milton, ON L9T 6Z5

### **Additional information:**

Phone: 905-878-7252, ext. 2539

Fax: 905-878-6995

E-mail: [denise.black@milton.ca](mailto:denise.black@milton.ca)

Affiliated Organizations
2990 Lorne Scots Army Cadet Corps.
820 Chris Hadfield Air Cadets
Arts Milton
Brookville Minor Baseball
Canadian Federation of University Women Milton & District
Destination Campbellville Community Association
Fine Arts Society of Milton
Mighty Tritons Aquatic club
Milton & District Horticultural Society
Milton & District Pipes & Drums
Milton Canada Day Committee
Milton Choristers
Milton Concert Band
Milton Concert Presentations
Milton Film Festival
Milton Girls Baseball Association
Milton Good Neighbours Community Day
Milton Historical Society
Milton Marlin Swim Team
Milton Masters Aquatic Club
Milton Minor Hockey Association
Milton Minor Lacrosse Association
Milton Music Teachers Association
Milton Oldstars
Milton Philharmonic Orchestra
Milton Players Theatre Group
Milton Referees Association
Milton Santa Claus Parade Committee
Milton Show Choir
Milton Skating Club
Milton Soccer Academy
Milton Speed Skating
Milton Sports Club - Special Olympics Ontario
Milton Springers
Milton Stag Basketball
Milton Steam & Antique Preservers
Milton Tennis Club



# Italian Canadian Club of Milton Associazione Italo-Canadese di Milton

104 Broomfield Road (north of Steeles) Milton, ON L9T 2W9  
905-878-3462 • [www.iccm.ca](http://www.iccm.ca)

December 6, 2018

Dear Mayor Krantz and members of council,

On August 21, 2018, the Italian Canadian Club Of Milton was fined (By-Law 115-2005) for displaying signage on town property. Our signage was promoting a fundraising event Italla Fest.

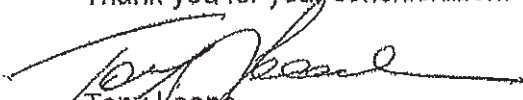
The Italian Canadian Club Of Milton is a non for profit cultural centre which involves the community for use of our facilities. We also give back to the community through our fundraising initiatives such as the Halton Women's Place, Milton Hospital, ROCK (Kid's Mental Health, and Pack A Bag.


Unfortunately, we were not aware of the bylaw in question. As you know, our event was a successful community event in collaboration with La Rose Bakery and a fundraiser for the betterment of our community.

We ask to consider having the total fines waived. This would be appreciated and we would ensure moving forward that the by-law would be followed.

In addition, we also ask to consider changing the by-law to allow signage on town property to help promote fundraising initiatives. Possibly having a limit on the number of signs allowed with a specific time constraint may be a possible compromise to the current by-law.

Thank you for your consideration.

  
Tony Leone  
President

	<b>RECEIVED</b>
	Mayor C.A.O.
DEC 10 2018	
REF	Fyl
ACTION	C. Leone

Italian Canadian Club Of Milton  
[www.iccm.ca](http://www.iccm.ca)  
[president@iccm.ca](mailto:president@iccm.ca)



December 19, 2018

Gordon Krantz  
Mayor and Regional Councillor  
Town of Milton  
150 Mary Street  
Milton, ON L9T 6Z5

Dear Mayor Krantz,

Further to our brief discussion on December 16<sup>th</sup>, I am writing to provide further details about our challenges booking the Milton Velodrome.

For the past 3 years All Health And Education Foundation has successfully booked the Veldrome for the annual Azaadi Festival. Last year over 6000 people attended this family friendly event and it has become one of the most anticipated festivals in Milton. Unfortunately, the Town of Milton is not allowing us to book the Velodrome for 2019 due to fines related to signs that were not printed or installed by my team. Respectfully, we would like to keep this booking separate from this disputed issue. In addition, we are willing to settle this matter if the Town can give us a suitable resolution.

Our team works hard to organize this event that brings thousands of passionate attendees to this unique cultural event. If we are unable to secure this booking, it will cause a negative chain reaction to the plans already in place. We appreciate your attention to this matter and I look forward to further discussions to reach a mutual resolution.

Sincerely,

Dr. Rabiya Azim  




Town of Milton  
150 Mary Street  
Milton, ON L9T 6Z5

T 905-878-7252  
www.milton.ca

Res. 71-18: WHEREAS the Town of Milton has by-laws in place prohibiting signs on road allowances;

AND WHEREAS Halton Region prohibits signs on Regional road allowances;

AND WHEREAS Council wishes to change the Town by-laws to permit *Town affiliated groups* to erect signs in Town road allowances promoting their local community events and appropriate directional signage for a maximum of one week prior to their event, subject to maintaining appropriate sight triangles at intersections;

AND WHEREAS these signs should be removed within 48 hours after the event;

THEREFORE BE IT RESOLVED THAT, effective immediately, staff be directed to suspend enforcement of the appropriate Town by-laws to allow *Town affiliated group signage* to be erected on Town road allowances one week prior to the event;

AND FURTHER THAT staff continue to enforce against such signage on Regional road allowances and *on Town road allowances* where any such signage remains after 48 hours after the event;

AND FURTHER THAT staff be directed to report back to Council regarding the inclusion of other exceptions to the by-law;

AND FURTHER THAT staff be directed to present to Council the necessary by-law amendments, including any necessary guidelines to give effect to this direction.  
CARRIED

\* *This recommendation varies from the recommendation contained in the Notice of Motion.*