



The Corporation of the Town of Milton

Report To:	Council
From:	William Roberts, Acting Town Clerk
Date:	May 27, 2019
Report No:	CORS-029-19
Subject:	Signage on Town Road Allowances
Recommendation:	<p>THAT the recommendations contained in Report CORS-029-19 be approved;</p> <p>AND THAT delegated authority be given to the Town's Special Events Review Team to review nonaffiliated group exemptions to the Town's Road Fouling By-law No. 115-2005, as amended;</p> <p>AND THAT a new user fee entitled Signage on Town Road Allowances in the amount of \$330.00 (excluding HST) be approved effective June 1, 2019;</p> <p>AND THAT the Town Clerk be authorized to present the necessary by-law amendments to Council for approval.</p>

EXECUTIVE SUMMARY

This report is in response to the resolution of Council on February 11, 2019 requesting staff to consult with community groups including Nancy Cuttle (Fine Arts Society of Milton), Rosanna Conteduca (Italian Canadian Club) and one other organization to consider further possible exemptions to the Town's Road Fouling Bylaw as it relates to sign advertising on Town-owned road allowances.

REPORT

Background

On August 27, 2018 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 Regional roads.



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Discussion

Affiliation status is available through the Community Services Department to not-for-profit, volunteer-based organizations whose programs and services are aligned with the goal of "a vibrant and connected community" in the Town of Milton's "Destiny Milton 3" strategic action plan. The Affiliation Program assists the Town in achieving a complete, sustainable and livable community where people live, work, learn and play. Priority will be given to organizations that provide recreational, artistic and cultural programs and services that benefit the Milton community. Affiliated status eligibility is attached as Appendix A.

In response to Council's resolution from February 2019, staff have met with the individuals and groups and the following parameters are recommended for affiliated groups:

- That a maximum number of signs per event erected be established (200)
- That signs not be erected on stop signs or other signage regulated through the highway traffic act
- That an identification marker (sticker) be provided to affiliated groups
- That the erection of signs is limited to one event per group per calendar year
- That the group contact person be contacted prior to enforcement action being taken

Affiliated groups will be given an identification marker (sticker) that is to be placed on the sign. This will assist staff with identifying groups, which are permitted to erect signage.

The Community Services Department will reach out to the community groups that were outlined by the delegate, Nancy Cuttle in her letter (see appendix B) at the February 2019 meeting. They will provide information on promotional activities associated with their event and as necessary provide information about the Town's affiliation program. All of the groups mentioned in Ms. Cuttle's letter would likely qualify for affiliation status, if they choose to apply.

Staff are recommending that groups that do not hold the affiliation status may request an exemption from the Town's Road Fouling By-law if the event is raising funds or awareness for a community or public good, which is not leisure-related. It is recommended that the exemptions will be reviewed by the Town's Special Events Review Team.

The exemption would be subject to the same terms as Town Affiliated Groups including: permitting organizations 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 are to be removed within 48 hours after the event. Signs are permitted on Town road allowances only. Groups that do not hold affiliation status would also be subject to the following requirements:



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- During the period of May 1 – June 30 signs will not be permitted on road allowances due to operational maintenance (passive weed program).
- Requests for exemption be submitted as outlined in the special events framework (approved by Council at its April 15, 2019 meeting)
- The application be completed in full
- An image of the sign be provided
- A map be submitted outlining the areas where signs will be placed/
- The number of signs to be erected be provided (cannot exceed 200)
- Directions signage not be erected on stop signs or other signage regulated under the Highway Traffic Act
- That the erection of signs is limited to one event per organization per calendar year and that they must be removed within 48 hours after the event

The cost of reviewing and processing an application for a group that does not hold affiliation status is \$330.00. Staff recommend that these costs be charged to any non-affiliated applicant in the form of a user fee. This fee would be charged per application with payment required prior to the processing of the application.

Financial Impact

In order to recover the costs associated with the review and processing of exemption applications staff recommend establishing a user fee in the amount of \$330.00 (net of HST) to be charged to non-affiliated groups for each application. The confirming by-law associated with this report provides authority for applying this fee. The fee will be consolidated into the Town's user fee by-law through the next update, planned for summer 2019.

Respectfully submitted,

Troy McHarg
Commissioner/Town Clerk, Corporate Services

For questions, please contact: Mary Beth Mitchell Ext. 2133

Attachments

Appendix A - Affiliation Status Eligibility
Appendix B - Letter from Nancy Cuttle

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

Who is eligible for affiliation?

- Not-for-profit, volunteer-based organizations and service clubs that provide and support leisure activities for Milton residents.
- Organizations that exist for the benefit of Milton and provides services that are available to residents of Milton.
- 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.
- Has existed in the community for more than one year.
- 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 in accessing membership).

To: Town Councillors and Mayor Krantz

Re: Agenda Item for February 11th Council Meeting : Cors-011-19 Town Affiliated groups signage on Town Road Allowances

The Issue: *Supporting community events...getting the message out*

At the August 27, 2018 Council meeting, Councillor Lunau, seconded by Councillor Best presented Resolution 71-18 addressing the impact of the Town's Road Fouling Bylaw #115-2005 on the promotion of major community events presented for the enjoyment of all residents of Milton.

The Bylaw prohibits the posting of notices, handbills, stickers, placards or advertisements upon Town road allowances. While the intention of this bylaw is admirable, it strips the Town of any visual sense of what special events are planned for our residents. These events are annual celebrations that welcome our new residents to experience what makes Milton special.

FASM's Annual Studio Tour is a free self-guided tour of local artists' studios for 2 days on the weekend before Thanksgiving. Last year, we estimate our 22 locations experienced a total of 2500 visits. Waldie Blacksmith was the highest with 383 visitors. That's a lot of people driving around North Halton experiencing the countryside and talents of our local artists. Directional signage not only announces the Tour but helps people navigate.

As chair of the Studio Tour I attended the Town's public session on the Road Fouling by-law and presented our concerns. Town staff was sympathetic but offered no solutions.

Councillors Lunau and Best addressed our concerns by bringing the issue to Council. Council experienced probably one of its most confusing series of amendments which resulted in Res. 70-18. (See video of August 27 Council meeting beginning at 1:35.20 to 2:06.44) The Motion ended with direction to staff to report back to Council regarding the inclusion of other exceptions to the by-law and to present to Council the necessary by-law amendments, including any necessary guidelines to give effect to this direction.

CORS-011-19 is staff's response which, in my opinion, offers no guidelines or solutions to the problem. The List of Affiliated Organizations in Appendix B does not match up with what is posted on the Town website:
<https://www.milton.ca/en/index.asp#?cludoquery=Affiliated%20groups&cludopage=1&cludorefurl=https%3A%2F%2Fwww.milton.ca%2Fen%2Findex.asp&cludorefpt=Home%20-%20Town%20of%20Milton> ...or search the 1607 results for "Affiliated Groups" on the Town site. There are 8 groups listed on the website but not on Appendix B and 10 groups listed on Appendix B but not on the website.

I would like to put forth this solution:

There are 10 major annual events organized by not for profit community groups for the enjoyment of all residents of Milton. These are celebrations of our culture that welcome residents new and old to experience what makes Milton special.

In approximate Chronological order:

- Canadian Federation of University Women's Used Book Sale
- Horticultural Society Garden Tour
- Good Neighbours Community Day
- Canada Day Celebrations

Milton Concert Band Free Concerts in Victoria Park
Steam Era
Milton Fall Fair
FASM Studio Tour
Remembrance Day Parade and Ceremony
Santa Claus Parade

Most of these require directional signage for those new to Milton. All of them are date sensitive and would benefit from a week's notice.

I suggest an amendment to the bylaw that lists these events and applies the rules that have been established in the proposed Town Affiliated bylaw amendment.

Since Councillor Lunau is no longer on Council, I would hope Councillor Best with the support of another Councillor would present this solution.

If no one steps up, I will request delegation to the Monday Council Meeting and present my thoughts.

Respectfully submitted,

Nancy Cuttle
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