

APPENDIX B

Memorandum

To: The Town of Oakville, Mayor, Councillors and Staff
From: The Oakville, Milton and District Real Estate Board
Government Relations Committee
Submitted: Oct 15, 2018
RE: Request to Increase Open House Signs on Town Property
from 3 to 5 signs

Honourable Mayor, Councillors and Staff,

As per our discussions over the last 4 months, we have assembled a synopsis highlighting our request and why we would like to increase the minimum allowable Public Open House Signs on Town property from three (3) to five (5). To ensure we communicate this easily and effectively, we have summarized our appeal below:

- When Oakville residents make the conscious choice to put their home on the market, they wish to attract top dollar. Part of the process of doing this for a REALTOR is to provide the best exposure possible for the property. We believe that Open House signage is an important part of the overall seller marketing campaign.
- Open House signage does not only offer exposure of the listing, it also provides potential buyers with clear directions to a property.
- It is possible that a listed home is well beyond an arterial road - and can include many turns to be negotiated in order to reach the property. In the case of a newer development, it may not yet be added or mapped into a GPS program. When this is the case, it can pose potential problems for both potential Buyers and Sellers. Under current by-laws, there would not be enough sign usage allowed in order to properly direct a Buyer to the house.
- Although it is true that homes can be travelled to using GPS, Open House signage allows for the advertising of *other* homes that a Buyer may be interested in along the same route. Chances are that if someone is looking for a new place to live, they are not going to stick with just one property - they will want to view multiple homes before making a decision. Open House signs allow for this benefit.
- The issue of signage clutter at main intersections and on arterial roads will not increase with an additional allowance of two (2) signs. The two extra signs would be used off of these main roads in order to assist in directing potential Buyers and will not be an eye-sore in the popular and highly traversed sections of Oakville. It is also important to note that these signs will not be in place for an extended period of time - they are only allowed to be up and visible from 9am to 9pm on the day of an Open House.

- We are aware that there was a previous survey done that was responded to by approximately 800 residents. While we respect the results of the survey, it is important to note that the sample size of respondents was small and may not accurately reflect the wishes of an Oakville resident when they are attempting to attract as many potential Buyers as possible for their property listing.
- REALTORS can be considered Ambassadors to the Town that they do business in. They know the area in which they operate better than most, and can inform and educate on the Town's features such as schools, shopping areas, community centres, churches, parks, trails, roads, and more. There is no better form of initial contact than through an experienced REALTOR who is equipped with the knowledge to inform potential new Oakville residents of all the great things that they Town offers.
- Perhaps most importantly, we are pledging to continue to obey and enforce the guiding principles that the Town of Oakville operates by. These principles will remain unchanged, even if the sign-bylaw does not.

Guiding principles:

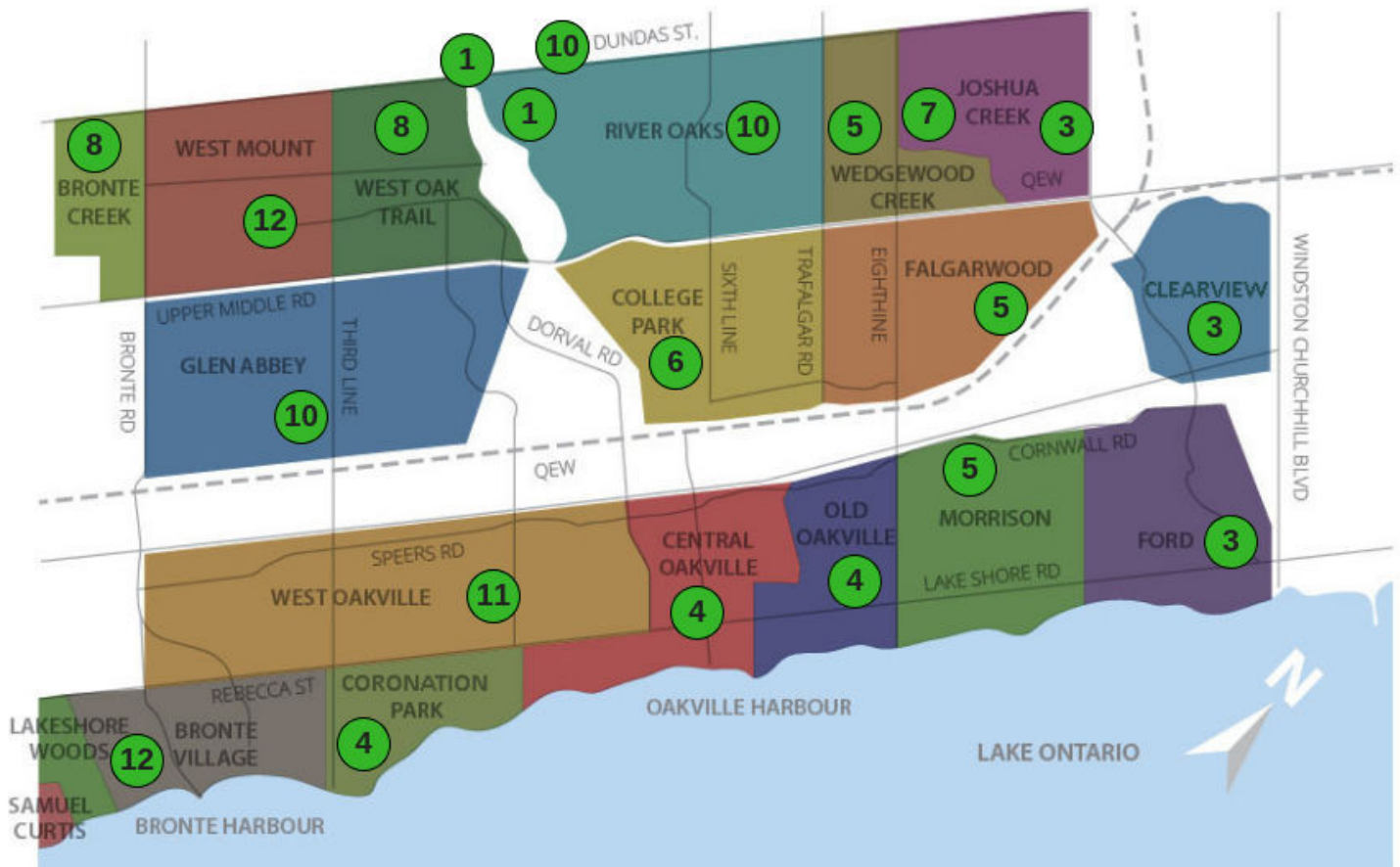
- **Health and safety**- two extra signs will not pose a danger to public
- **Maintaining Community Character** - the signs will be in areas that will not have a negative impact on immediate surroundings
- **Economic Development** - in the bigger picture, the signs will contribute to the economic well-being of businesses and community by helping attract and guide potential new residents to their future dwellings.
- **Respecting Charter Rights** - We are committed to balancing the Town's objectives and the interests of residential real estate advertisers.

With all of these considerations in mind, we feel that a slight increase in public Open House Signs from three (3) to five (5) will not have a negative effect on the aesthetics of the Town of Oakville. Rather, it will assist in contributing to the continual prosperity of the Town - which is something that we can all agree we want for Oakville in our respective positions.

Attached to this Memorandum is a collection of Open House data from this year in the Town of Oakville. We are including this to show that within a jurisdiction, the sign clutter is limited in accordance with the amount of Open Houses during any given weekend. This further solidifies our stance that even with additional signage allowances, sign clutter will not be an issue or eyesore for the community.

OPEN HOUSES

/ AVERAGE PER DAY



*January 27-28
March 24-25
May 26-27
September 22-23



Average Number of Open Houses Per Day*

765

TOTAL OPEN
HOUSES

111

TOTAL DAYS OF
DATA SAMPLED

21

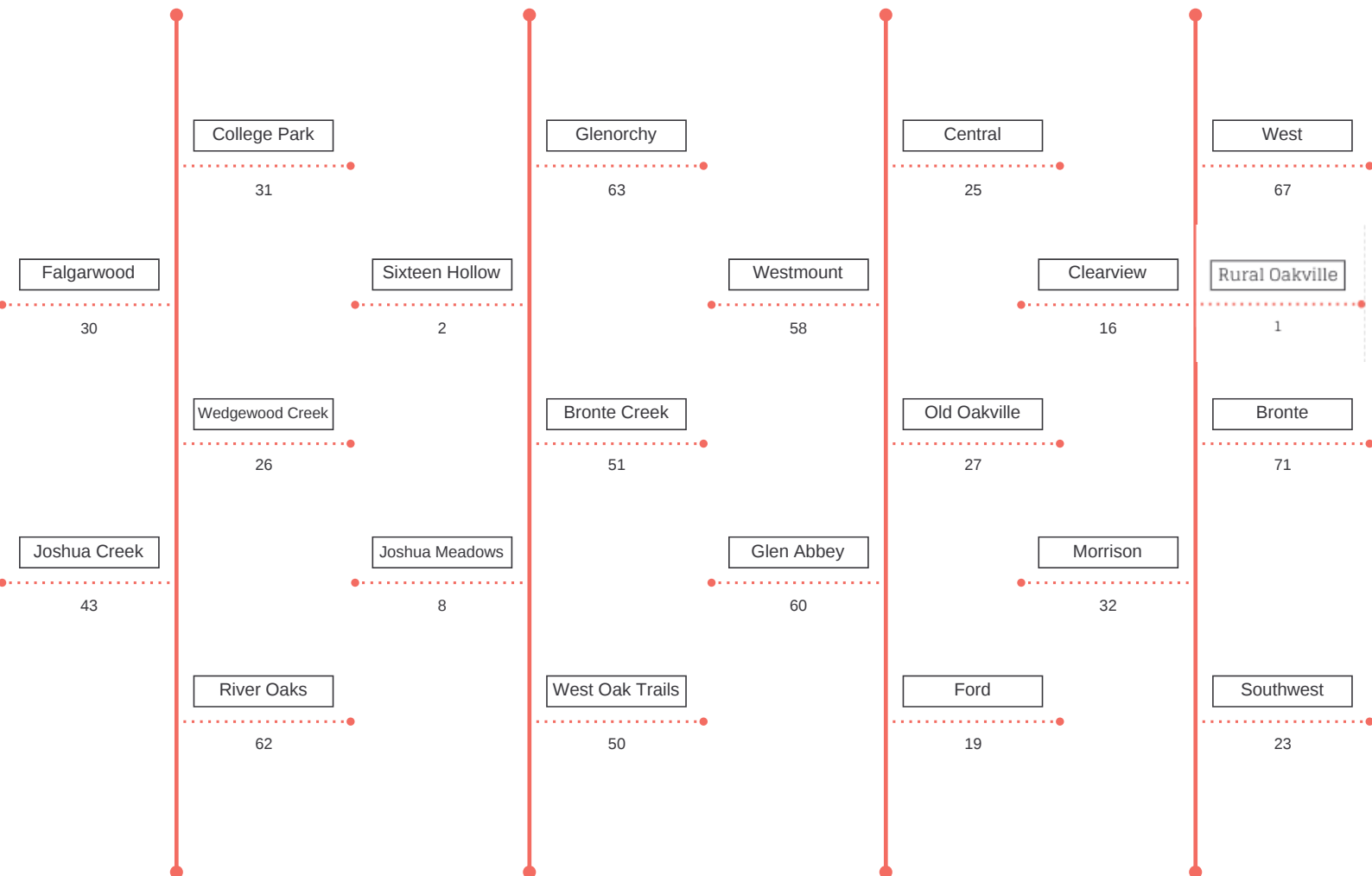
SAMPLE
NEIGHBOURHOODS

6.89

AVERAGE # OF
OPEN HOUSES
PER DAY IN ALL
OF OAKVILLE

OPEN HOUSES

TOTAL PER NEIGHBOURHOOD



1

LOWEST TOTAL

71

HIGHEST TOTAL

BRONTE

MOST OPEN HOUSES

RURAL

LEAST OPEN HOUSES