

Item A  
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**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

Correspondence Received from  
Delegation Oliver Matas, Regarding  
Item 7 – Sign By-law Review  
By-law 2018-153 – Distributed  
at Meeting

P+D Council mty  
Dec 10/18

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 the 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.

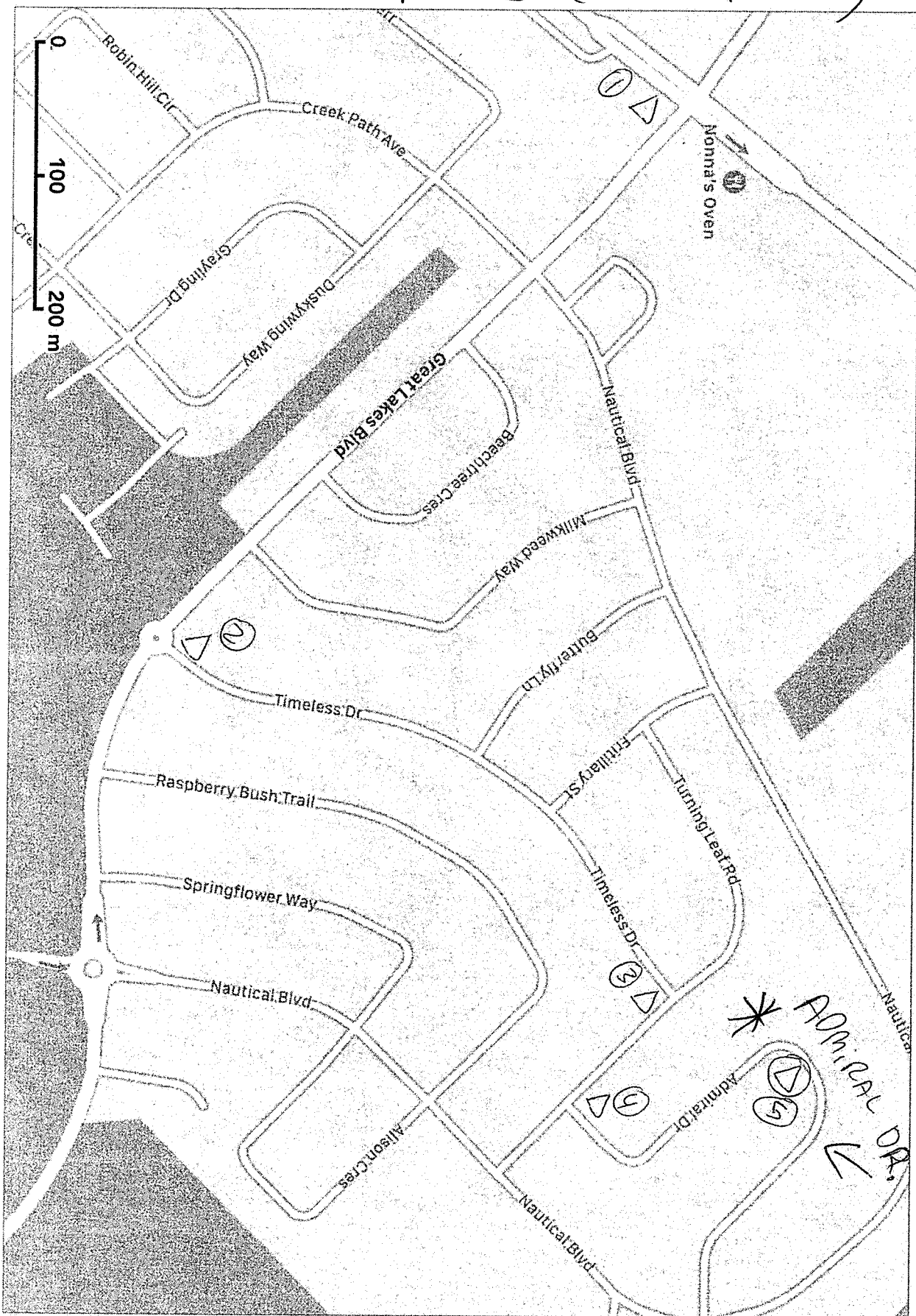
With all of these considerations in mind, we feel that a slight increase in public Open House Signs from three (3) to five (5) will not have a negative effect on the aesthetics of the Town of Oakville. Rather, it will assist in contributing to the continual prosperity of the Town - which is something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

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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.

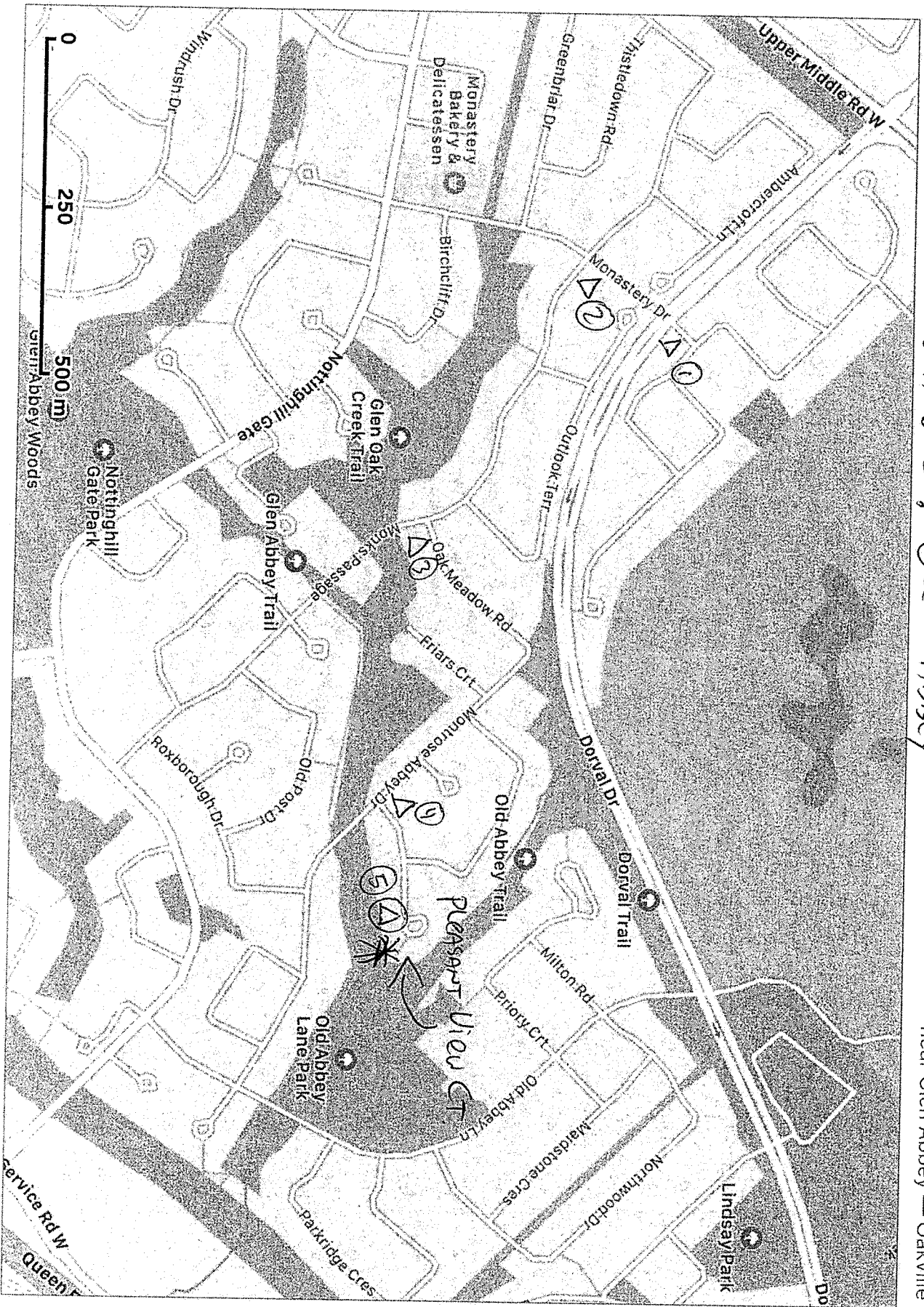
WARD 1: LAKESHORE WOODS

near Oakville — Halton



MAP 2: Glen Abbey

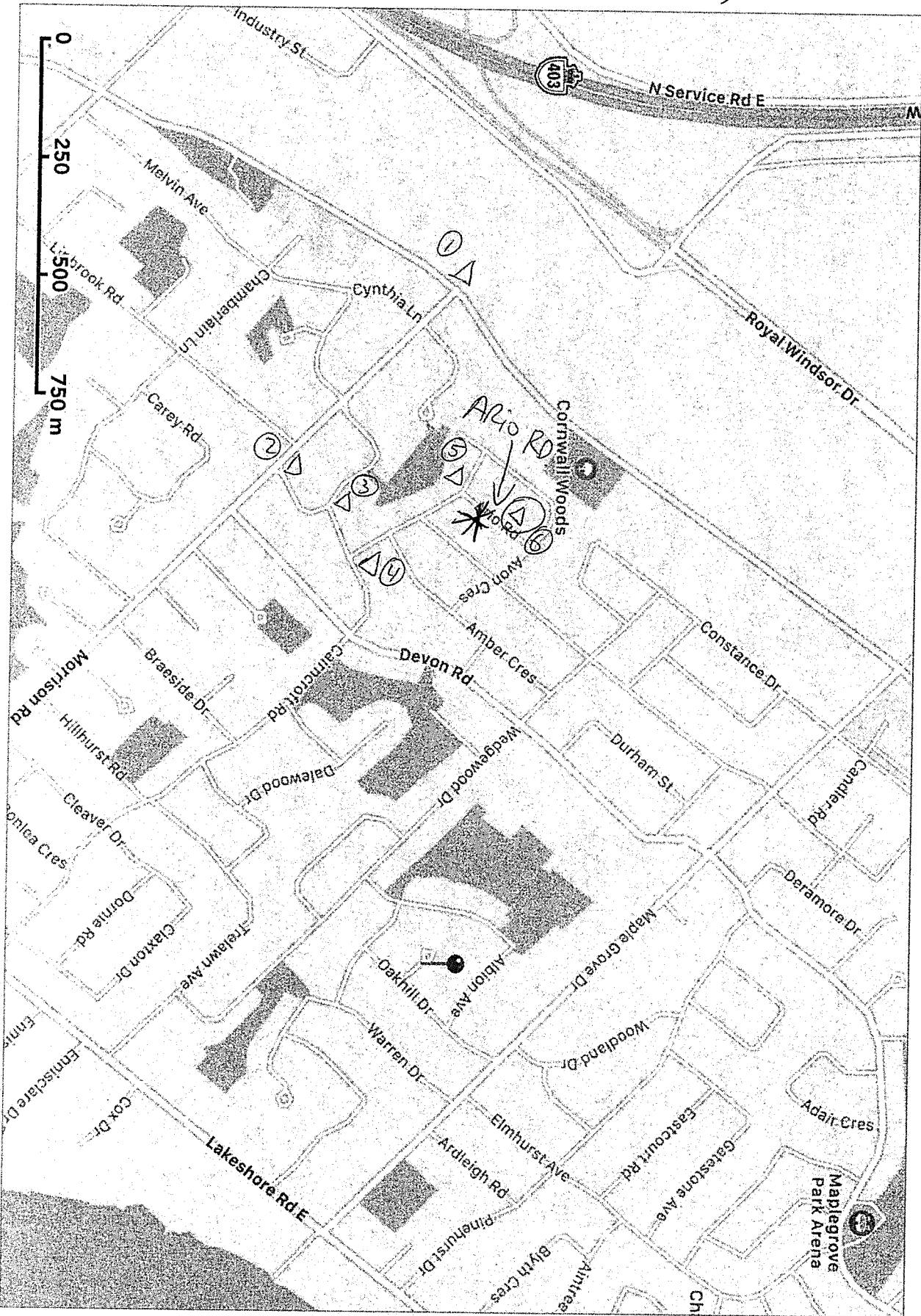
near Glen Abbey — Oakville





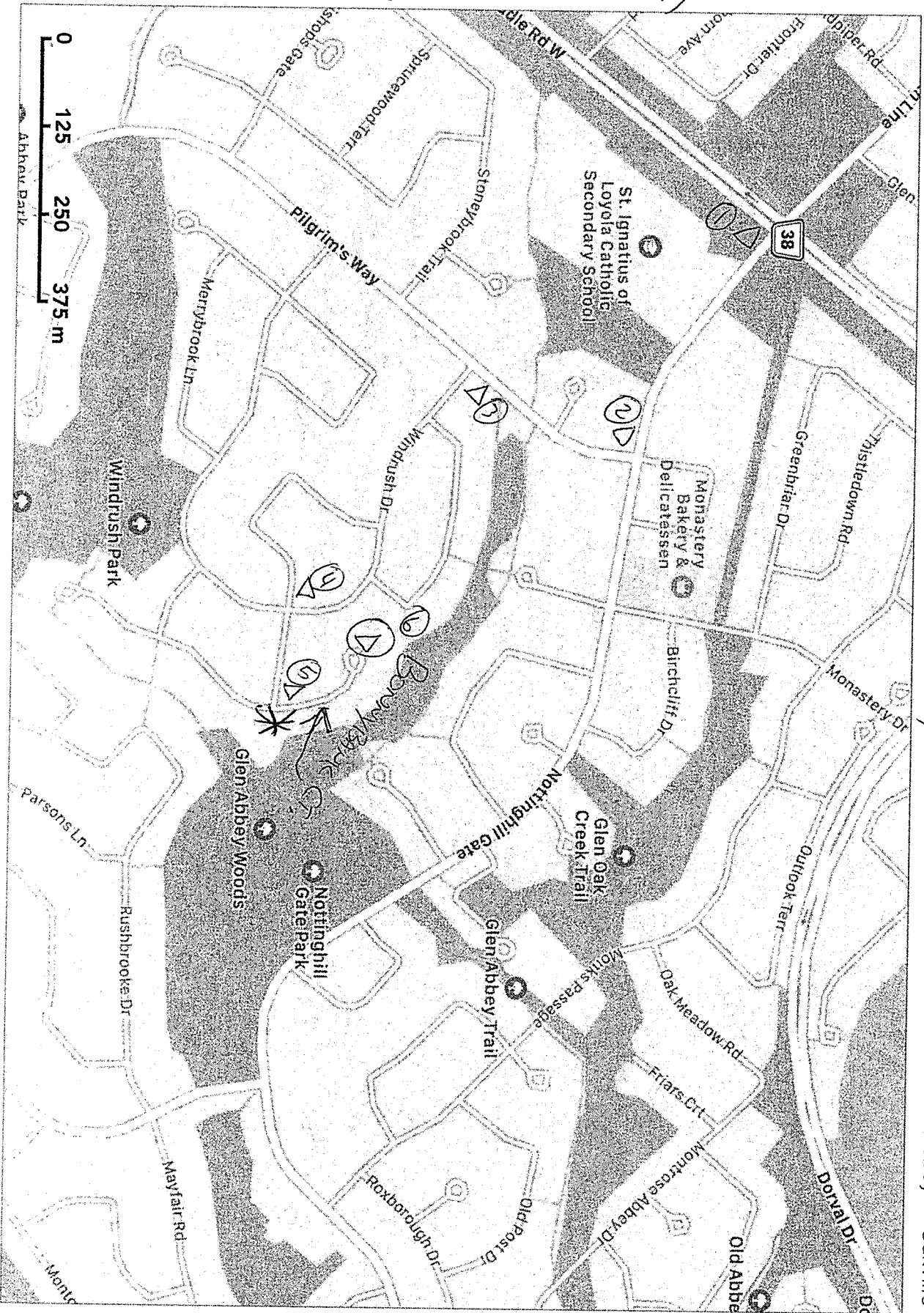
WAO 3: SOUTH EAST OAKVILLE

near Ennisclaire Park — Oakville



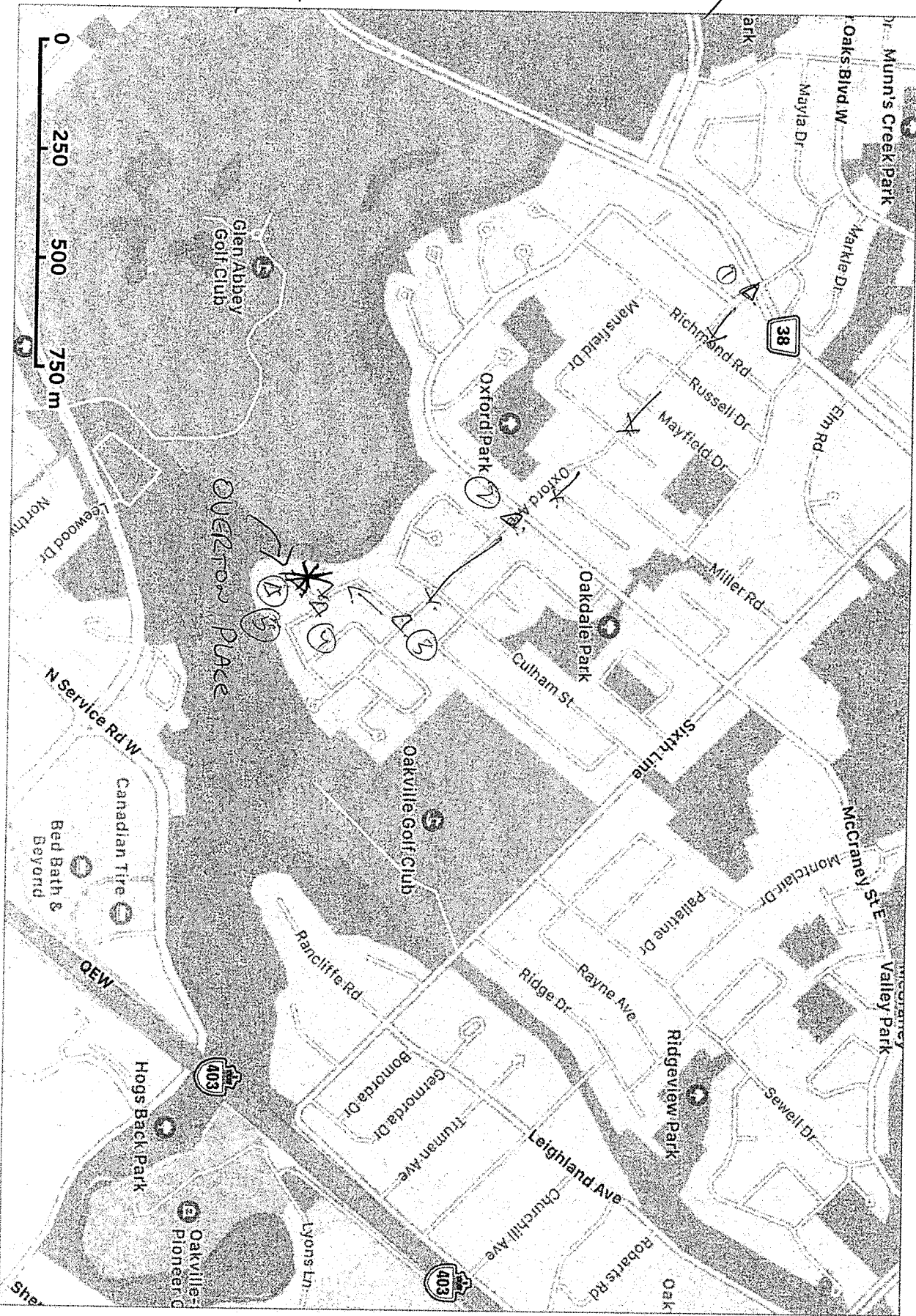
Ward 4: Glen Abbey

near Glen Abbey — Oakville



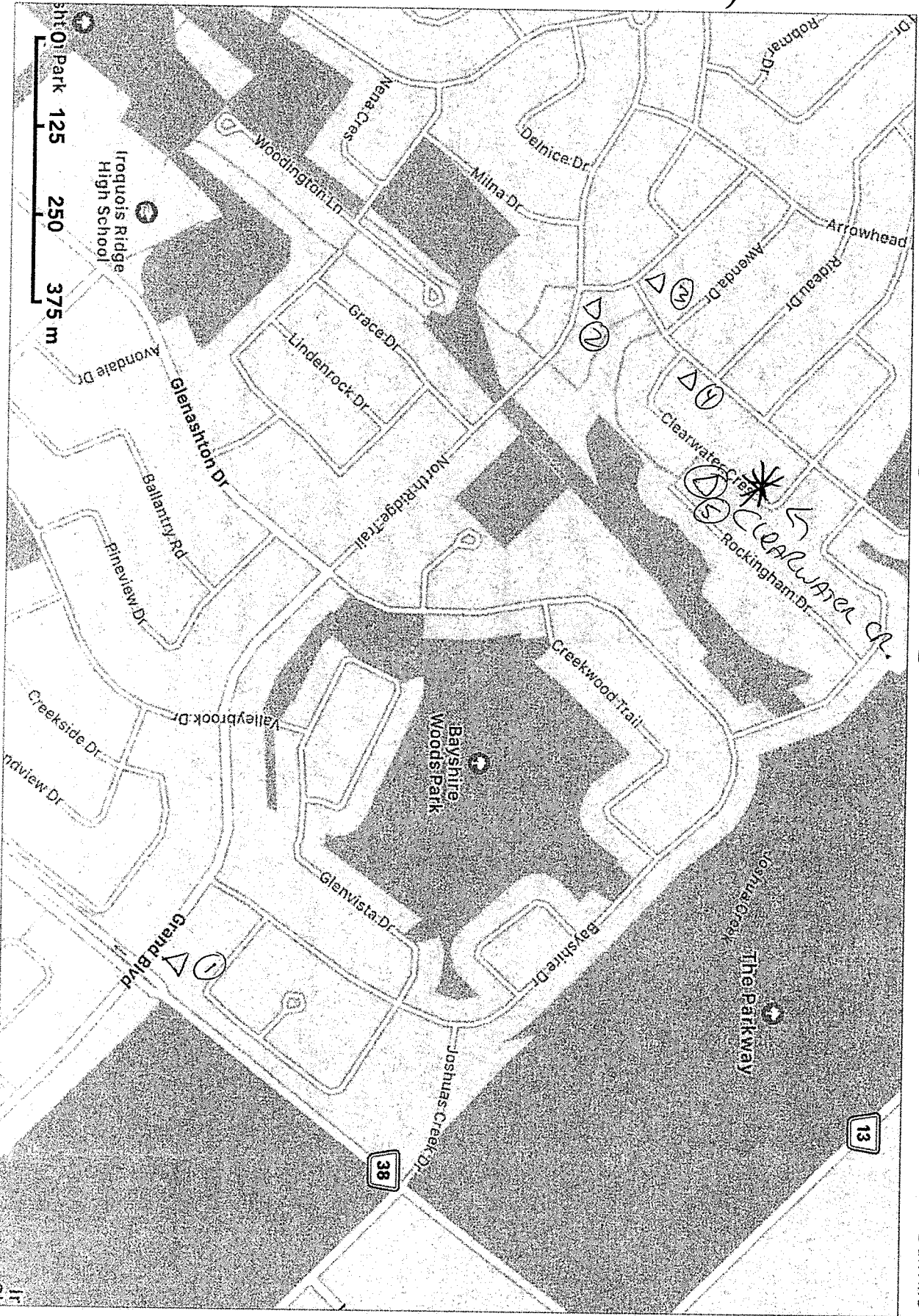
# W4205: College Park

near Sunningdale — Oakville



WAO 6: Joshua Creek

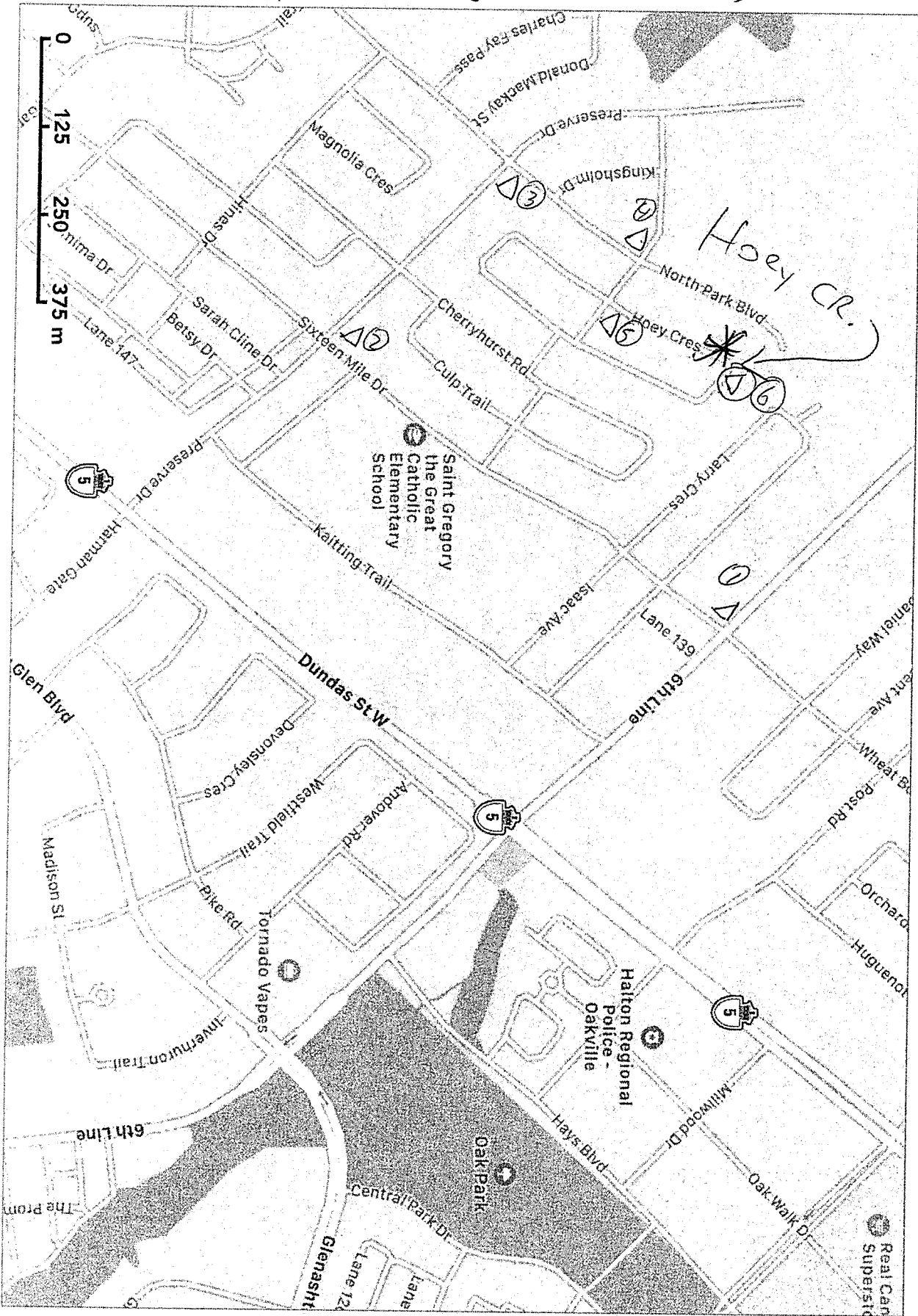
near Joshua Creek — Oakville





W4207: North Oakville - Preserve

near Glenorchy — Oakville



## ITEM B

From: Kathie Anderson <kathieand@gmail.com>

**Subject: Open House sign by-law**

**Date:** December 10, 2018 at 11:55:37 AM EST

**To:** <ward2@oakville.ca>

**Cc:** OMDREB Communications <communications@omdreb.on.ca>

To whom it may concern:

I am an Oakville Resident and realtor residing at 561 Lees Lane

A house that is located in a remote neighbourhood with many twists and turns along the way will sometimes require 6 or 7 signs.

I am asking my Ward 2 Councillors to support at least 5 open house signs as these signs may be the only way a potential buyer can discover your home if you are trying to sell.

Pretend you are the homeowner at 122 Hoey Cres, Oakville and you are trying to bring traffic in from Dundas. Count how many signs it takes for you to find the house. I had that listing and I needed Dundas, Sixteen Mile, North Park, Sawmill, Hoey Cres and sign out front of the house. That is not possible with 3 signs !

As a buyer I would be frustrated if there were only 3 signs, including the one outside the house. I would be and have driven around forever looking for an open house and have given up. Don't be the municipality that prevents residents from selling due to an "anti support" sign by-law.

Please support at least 5 open house signs and add higher fines to those agents who leave their signs out overnight or more than 1 hour before and 2 hours after open house times. ( Sometimes we are delayed leaving open houses due to volume of traffic and we leave the house late to retrieve signs)

Thanks for your consideration

Kathie Anderson,  
Broker  
Direct 905-580-0091  
Intercity Realty Inc. Brokerage  
Office 416-798-7070

**Halton Region Sign By-laws**

<b>Sign By-law*</b>		<b>Open House Sign By-law</b>	<b>For Sale/Lease Sign By-law</b>
<b>City of Burlington</b>  905-335-7600	<b>Max Size:</b>	No sign shall exceed a height of one (1) metre or have any one dimension greater than 1 metre	Residential: 1.2 sq.m. Agr./Ind./Comm.: 3.0 sq. m.
	<b>Type:</b>	Non-illumination	Non-illuminated
	<b>Number:</b>	No mention	One (1) sign per property
	<b>Location:</b>	No sign shall be erected on a median or traffic island.  No sign shall be located closer than one (1) metre to the curb or the edge of the traveled portion of the roadway where there is no curb  Each sign shall clearly indicate the name, address and telephone number of the individual or organization responsible for creating and erecting the sign	Must be on private property
	<b>Duration:</b>	Shall be erected no more than three (3) days before the event and shall be removed the day following the event and shall not be erected a total period of more than six (6) consecutive days	No mention
	<b>Permits:</b>	Not required	Not required
<b>Town of Halton Hills</b>	<b>Max. Size:</b>	0.372 sq. m.	Residential, Institutional & Open Space Zone: 0.557 sq. m.

\* Sign by-law information is available online on TorontoMLS in the *Government Relations* section.

Note: This information is provided as a guide. The Toronto Real Estate Board assumes no responsibility for the accuracy of this information. Please check with the individual municipality or region regarding the specific by-law.

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Sign By-law*		Open House Sign By-law	For Sale/Lease Sign By-law
<b>Town of Halton Hills</b>  905-873-2601 Ext. 2924	<b>Type:</b>	Staked ground or A-frame type signs	Non-illuminated
	<b>Number:</b>	No mention	One (1) sign per property
	<b>Location:</b>	Must be on private property, no closer than street line  Are located on the road allowance a minimum distance of one (1) metre in from the curb line or any graded road shoulder	Must be on private property, no closer than street line
	<b>Duration:</b>	Removed from the road allowance within 48 hours after such sale or event has concluded	No mention
	<b>Permits</b>	Not required	Not required
<b>Halton Region</b>  Dealt on a case-by-case basis  905.825.6000 ext. 7405	<b>Max Size:</b>	No mention	
	<b>Type:</b>	No mention	
	<b>Number:</b>	No mention	
	<b>Location:</b>	That no person shall erect, place, maintain or display a Sign, placard or written notice within the Right-of-Way of any Regional Road, except as exempted by section 4 of this by-law	
	<b>Duration:</b>	No mention	
	<b>Permits:</b>	No mention	
<b>Town of Milton</b>	<b>Max. Size:</b>	No mention	Residential: 1.1 sq.m.  Agr./Ind./Comm.: 8.9 sq. m.

\* Sign by-law information is available online on TorontoMLS in the *Government Relations* section.

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Sign By-law*		Open House Sign By-law	For Sale/Lease Sign By-law
<b>Town of Milton</b>  905-878-7252 ext. 2398	<b>Type:</b>	A-frame	Non-illuminated
	<b>Number:</b>	No mention	No mention
	<b>Location:</b>	Must be no closer than one (1) metre to the street line  No more than two (2) signs per point of ingress/egress	Must be on private property
	<b>Duration:</b>	No mention	No mention
	<b>Permits:</b>	Not required	Not required
<b>City of Oakville</b>  905-815-6015	<b>Max Size:</b>	0.6 sq. m.	Residential: 0.56 sq.m.  Agr./Ind./Comm.: 4.65 sq. m.
	<b>Type:</b>	A-frame, two-piece, non-illuminated	Non-illuminated
	<b>Number:</b>	Maximum of three (3) signs per property for sale	One (1) sign per property frontage
	<b>Location:</b>	Not obstruct mobility  Not on an island	Must be at least three (3) metres from the property line (all sides)  Must be on private property
	<b>Duration:</b>	Not to be displayed prior to 9 a.m. or after 9 p.m.	Removed within fourteen (14) days after sale or lease
	<b>Permits:</b>	Not required	Permit required for Agr./Ind./Comm. \$400.00 for max. sign size

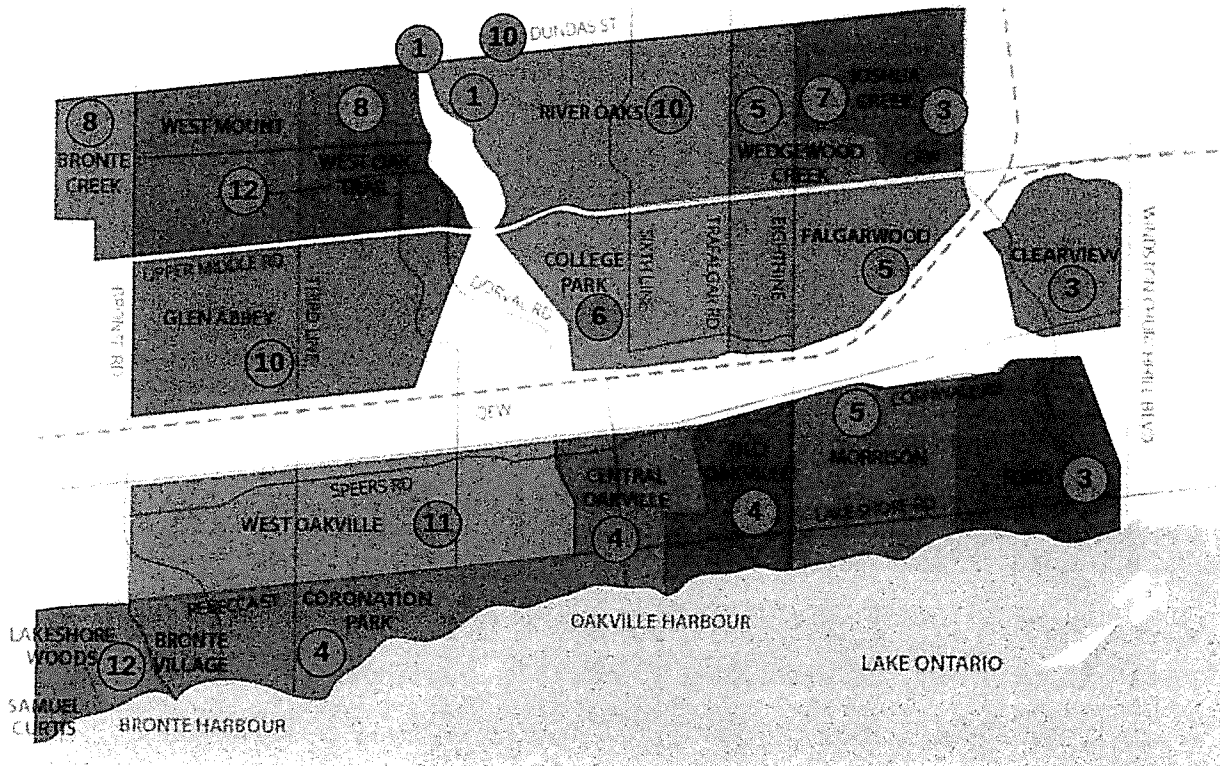
\* Sign by-law information is available online on TorontoMLS in the *Government Relations* section.

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# OPEN HOUSES

/ AVERAGE PER DAY



Average Number of Open Houses Per Day\*

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

765

TOTAL OPEN  
HOUSES

111

TOTAL DAYS OF  
DATA SAMPLED

21

SAMPLE  
NEIGHBOURHOODS

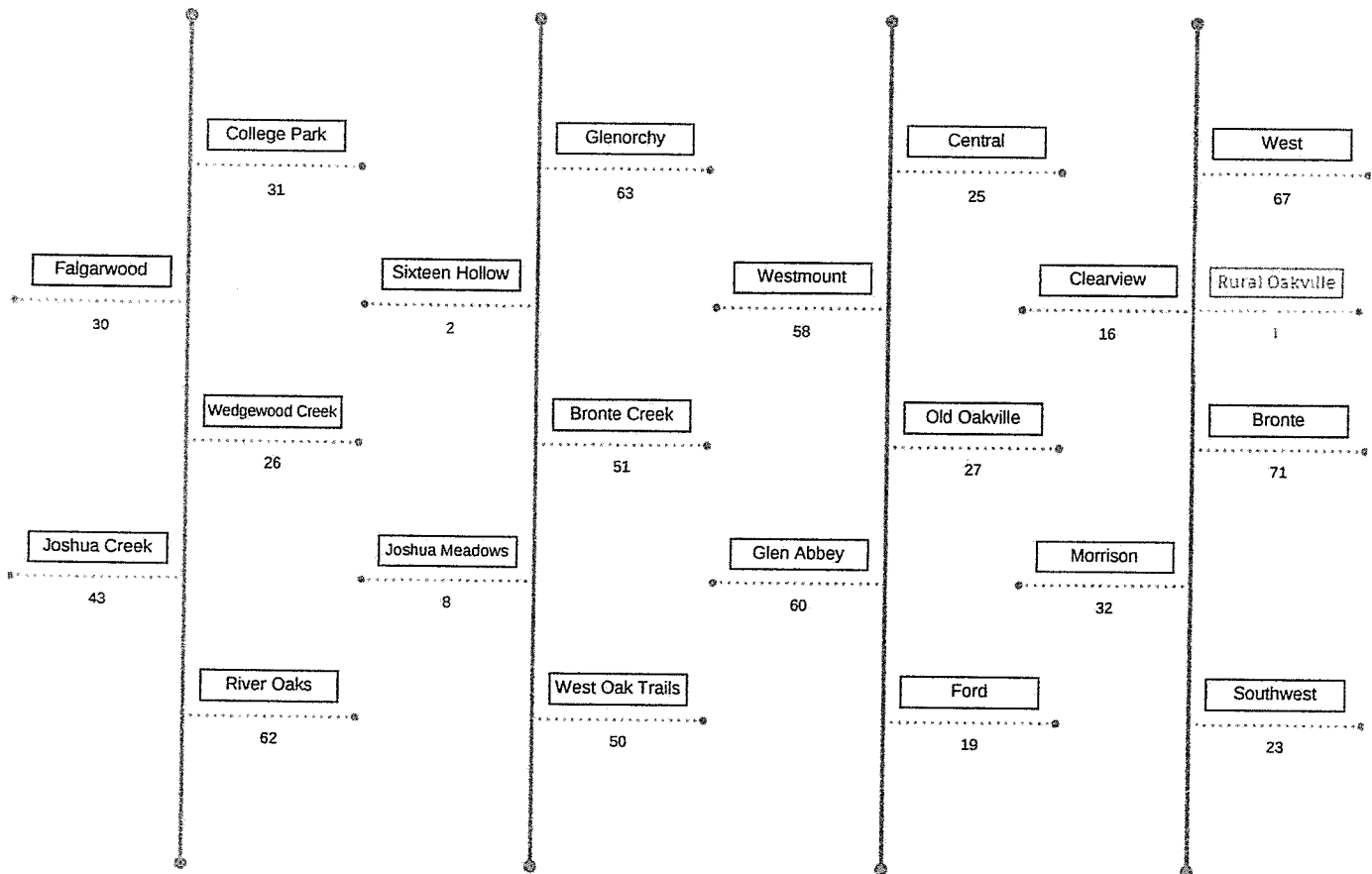
6.89

AVERAGE # OF  
OPEN HOUSES  
PER DAY IN ALL  
OF OAKVILLE

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# OPEN HOUSES

## TOTAL PER NEIGHBOURHOOD



1

LOWEST TOTAL

71

HIGHEST TOTAL

BRONTE

MOST OPEN HOUSES

RURAL

LEAST OPEN HOUSES

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## **PART 10 Regulations for Election Signs**

### **Deposit Required**

1. No person shall erect, locate or display an election sign on Town property unless the security specified in the rates and fees schedule has been paid to the Designated Official by the sign owner or the sign owner's authorized agent.

### **Timing of Display**

2. No person shall erect, locate or otherwise display an election sign:
  - a. in the case of a municipal election, 45 days prior to the day of the election as set out in the *Municipal Elections Act, 1996*, as amended;
  - b. in the case of a federal or provincial election, 45 days prior to the day of election or prior to the issuance of the writ for the election whichever is later;
  - c. in the case of any election, for a period greater than three (3) days immediately following the day of the election; or
  - d. on the property of a voting location 48 hours prior to voting day, any advance voting and during voting hours.

### **Location**

3. No person shall erect, locate or display an election sign:
  - a. on or within any Town property other than arterial road allowances as designated by the Town's Official Plan, including major, multipurpose, minor and industrial arterial road allowances;
  - b. on any major arterial or minor arterial transit corridor north of Dundas Street;
  - c. on or within any road allowance abutting any Town owned building;
  - d. overhanging any Town property other than a road allowance;
  - e. on any utility pole, official sign or official sign structure;
  - f. on any tree, tree support, or fence on Town property;
  - g. at any location on Town property where the election sign might obstruct any door, window, fire exit or any opening required for light, ventilation, ingress, egress or firefighting;
  - h. at any location on Town property where the election sign might interfere with underground services;
  - i. at any location where the election sign could obstruct the view of any pedestrian or driver of a motor or obstruct the visibility of a traffic sign or device, or where it could interfere with vehicular traffic so that it could endanger any person; or



- j. at any location where such election sign, in the opinion of Designated Official, constitutes a safety hazard to the general public; outside of the geographical area for the office in which the candidate is running (including third party advertisers opposing or supporting a candidate).
- 4. No person shall erect, locate or display an election sign within a road allowance where the election sign is:
  - a. on any center median, traffic island or center boulevard;
  - b. within 1.5 m of a fire hydrant, curb, driveway or the travelled portion of a street;
  - c. within 30.0 m of any intersection;
  - d. within 15.0 m of any bus stop;
  - e. on any railing, retaining wall, bridge, bench, garbage can or structure of any kind;
  - f. on Town property within 100.0 m of any property line of a voting location; or
  - g. within 10.0 m of another election sign for the same candidate.
- 5. Notwithstanding Parts 10, subsection 3 and 4, an election sign may be installed on Town property where paid advertising is permitted (e.g. bus shelters). Such signs may not be displayed on the property of a voting location at any time during established voting hours.

#### **Vehicle Signs**

- 6. An election sign which is a vehicle sign is not subject to the provisions of Part 10, subsection 5. An election sign which is a vehicle sign is subject to the following provisions:
  - a. an election sign which is a vehicle sign may only be displayed during the time period permitted by Part 10, subsection 2; and
  - b. an election sign which is a vehicle sign may not be displayed on the property of a voting location at any time during established voting hours.

#### **Election Signs Displayed in Oakville**

- 7. The only election signs which may be displayed within the Town are:
  - a. election signs for a candidate running to represent the Town or a portion thereof;
  - b. election signs promoting a position with respect to a question on a ballot upon which eligible Town voters may vote; or
  - c. third party election signs in support of or in opposition to:
    - i. a candidate running to represent the Town or a portion thereof; or
    - ii. a question on a ballot upon which eligible Town voters may vote.

**Method of Erecting Signs**

8. No person shall erect, locate or display an election sign unless the Designated Official has approved the type of pole or support for the election sign in writing, having regard to the public safety and the potential for damage to public property or services within the road allowance.

**Special Provisions – Business Improvement Areas**

9. Notwithstanding Part 10 subsection 3 (e), any person may affix or display an election sign on a public utility pole located within the Downtown Oakville Business Improvement Area, the Bronte Business Improvement Area, or the Kerr Street Business Improvement Area, subject to complying with all of the following requirements:
  - a. the public utility pole is not located within 15.0 m of an intersection;
  - b. the election sign is at all places affixed flushed with the surface of the utility pole;
  - c. the election sign is of light-weight construction only;
  - d. the election sign is no larger than 0.61 m by 0.61 m; and
  - e. the election sign is not affixed with nails, screws, tacks, staples, glue or wire or by a fastener that penetrates, punctures or otherwise creates a hole in the surface of a public utility pole.

**Return of Security Deposit**

10. Following the election, fees incurred due to the removal of any election signs placed in contravention of this By-law or damage within the road allowance will be deducted from the security paid and/or invoiced accordingly.

	Sign Type	Location/Zone	Regulations
17	Open House Directional Sign	Town Property or Private Property in Residential Zones	<ul style="list-style-type: none"> <li>• for the resale of residential properties only</li> <li>• signs no larger than 0.6m by 0.6m</li> <li>• maximum sign face area of 0.36m<sup>2</sup></li> <li>• maximum of three (3) A-frame signs per property for sale. If more than three signs are displayed, all signs will be considered in contravention of this By-law</li> <li>• minimum 2m setback from an intersection</li> <li>• minimum 3m setback from any driveway</li> <li>• not to be displayed prior to 9 am or after 9 pm</li> <li>• shall not be displayed on any center median, traffic island or center boulevard within a road allowance</li> <li>• shall not be displayed in a location which impairs or obstructs the visibility or movement of vehicular or pedestrian traffic or the visibility of warning devices, railway, traffic or municipal street signs</li> <li>• shall not be affixed in any way to a utility pole, tree, official sign or other Town property</li> <li>• shall not be anchored into the ground or otherwise attached to, or affixed or embedded into the ground in a permanent or semi-permanent manner</li> </ul>