

**Correspondence Received Regarding Item 7 – Sign By-law
Distributed at Planning and Development Council Meeting of December 10, 2018**

From: Mark Steiman [mailto:msteiman.remax@gmail.com]

Sent: Monday, December 10, 2018 5:17 PM

To: Town Clerk

Subject: Sign By-law Review - By-law 2018-153

Although I am attending this evening's hearing and plan to delegate, I may not be available when called. As a precaution, I am submitting this brief note to Council requesting an increase in allowable Open House signs from 3 to 5.

Over the last 3 years I have personally sold 3 homes in Oakville where the Buyers were in the area visiting friends, dropped into my open house and actually bought the home. Fact is, sometimes 3 signs are not enough to lead people to an open house from a main artery in 2 turns or less. That said, it is important that Sellers are able to maximize their opportunity to market and sell their home. They should not be disadvantaged due to the property's location.

A majority of Real Estate agents do follow the rules of engagement, but unfortunately there are some exceptions. I suggest the Town work in conjunction with the Oakville - Milton Real Estate Board to ensure by-law compliance by all members with a strong penalty for non-compliance. If agents are not members of the local Board, we may, upon infraction, impose restrictions. This matter would need some investigation, but the end result is the same; to set reasonable limits and put teeth into enforcement.

Together, we should manage issues and avoid excessive disobedience by finding an equitable balance to serve all residents of the Town fairly.

Thank you for your consideration on this matter,
Mark Steiman

Fleetwood Road,
In the fine Town of Oakville