



SHOPYONGE BUSINESSES GET AN ADVERTISING BREAK THANKS TO TOWN

Town of Richmond Hill works with Richmond Hill Board of Trade to encourage shopping local

December 18, 2018

Richmond Hill – The Town of Richmond Hill has agreed to waive the application fees for mobile signs advertising businesses along the ShopYonge corridor. The decision will give businesses affected by the Yonge Street construction a \$125 break as they encourage Richmond Hill residents to shop local.

A number of businesses had approached the Richmond Hill Board of Trade to ask for help in reducing their advertising costs. Many Yonge Street businesses are struggling to stay afloat as the lengthy construction process sends shoppers in search of less congested streets. The Board of Trade reached out to the Town to explain the situation facing local businesses.

“The Town immediately recognized this was a tangible way to assist businesses affected by the Bus Rapid Transit construction. They were very quick to jump on board,” said Karen Mortfield, Executive Director of the Richmond Hill Board of Trade.

All other aspects of the sign approval process will continue to apply, but businesses in the affected areas will not be required to pay the standard application fee while construction continues. The construction zones run along Yonge Street from Highway 7 to Major Mackenzie Drive and from Levendale to Gamble.

“The Town is keenly aware of the difficulties faced by local businesses during this long term process,” said Planning Commissioner Kelvin Kwan. “We’re hoping to make it easier for our local businesses to succeed during this much-needed infrastructure project.”

The Town’s decision takes effect immediately.

Businesses wishing to take advantage of the fee break should identify themselves to Town staff as ShopYonge businesses when applying for a permit. Applications for mobile sign permits are handled by the Town’s Building Services team.

For more information please contact:

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