

North York Community Council – Item 8.60

Considered by City Council on September 26 and 27, 2007

NY8.60	AMENDED		Ward: 8, 9, 10, 15, 16, 23, 24, 25, 26, 33, 34
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Billboard Signs

City Council Decision

City Council on September 26 and 27, 2007, adopted the following motions:

1. City Council direct the Chief Building Official to investigate the specific sign locations which are located within the North York Community Council district, as provided by Mr. Rami Tabello in his letter dated August 29, 2007, and report back to the North York Community Council.

2. City Council refer to the Etobicoke York Community Council, the following recommendation only as it pertains to the balance of the sign locations which are located within the Etobicoke York Community Council district:
 - “1. direct the Chief Building Official to:
 - a. investigate the specific sign locations provided by Mr. Rami Tabello in his letter dated August 29, 2007, and report back to the [Etobicoke York] Community Council;”.

3. City Council refer the following Recommendations 1b, 1c, 2 and 3 of the North York Community Council to the Licensing and Standards Committee for consideration:
 - “1. direct the Chief Building Official to:
 - b. review the method by which sign permits in the North York District are issued in the North York District and recommend changes that will preserve the integrity of the bylaws and the permitting system; and
 - c. report on what increases to the permit fees will be necessary to hire sufficient staff to properly process the sign applications and ensure that there is sufficient staff to do the necessary inspections to ensure compliance with the Sign By-laws.

 2. City Council direct the Chief Building Official, in consultation with

the City Solicitor, to revoke all permits where there is clear evidence that signs have been erected in violation of the permit issued or where permits have been issued on the basis of false information.

3. City Council direct that the letter (August 29, 2007) from Mr. Rami Tabello regarding the interpretation of the City of Toronto Act, Section 110(1) with respect to advertising content, be referred to the City Solicitor for an interpretation as it relates to third party copy on first party signs.”

(September 10, 2007) Member Motion from Councillor Moscoe

Committee Recommendations

The North York Community Council recommends that City Council:

1. direct the Chief Building Official to:
 - a. investigate the specific sign locations provided by Mr. Rami Tabello in his letter dated August 29, 2007, and report back to the North York Community Council;
 - b. review the method by which sign permits in the North York District are issued in the North York District and recommend changes that will preserve the integrity of the bylaws and the permitting system; and
 - c. report on what increases to the permit fees will be necessary to hire sufficient staff to properly process the sign applications and ensure that there is sufficient staff to do the necessary inspections to ensure compliance with the Sign Bylaws;
2. direct the Chief Building Official, in consultation with the City Solicitor, to revoke all permits where there is clear evidence that signs have been erected in violation of the permit issued or where permits have been issued on the basis of false information; and
3. direct that the letter (August 29, 2007) from Rami Tabello regarding the interpretation of the City of Toronto Act, Section 110(1) with respect to advertising content, be referred to the City Solicitor for an interpretation as it relates to third party copy on first party signs.

Background Information

Billboard Signs

(<http://www.toronto.ca/legdocs/mmis/2007/ny/bgrd/backgroundfile-6732.pdf>)

Additional Background Information (City Council)

- Communication (September 25, 2007) from the City Clerk ([NY8.60a](#))

Speakers

Rami Tabetlo, Illegal Signs.ca