



October 17<sup>th</sup>, 2007

**TO: CHAIR AND MEMBERS OF THE LICENSING AND STANDARDS COMMITTEE**

**RE: REQUEST FOR AGENDA ITEM – COMPREHENSIVE BILLBOARD AUDIT**

Dear Colleagues:

I am writing to request that my recommendations noted below, be on the agenda of the next Licensing and Standards Committee, and be dealt with concurrent to the other motion before the Committee concerning Billboards. This motion deals with the proliferation of illegal billboards across the City of Toronto that have either been erected or modified (such as added lighting) without proper approvals from Toronto City Council.

Our City, particularly the former City of Toronto, is inundated with illegal billboards and billboards that do not comply with the conditions that the City has authorized them under. This issue has been a "elephant in the room" for far too long and residents are anxious for City Council to take action on this issue. For this reason I am proposing that City staff, with the assistance of the public, do a comprehensive audit of all billboards in the City of Toronto and report back on the number that are compliant and those that are not compliant. I would therefore like to propose the following motions:

- 1) That Municipal Licensing and Standards Staff undertake a comprehensive Billboard Audit of the City of Toronto over the next 6 months that identifies all billboards, illegal billboards and third party signage, including those billboards that have not complied with the conditions that they were approved under.
- 2) Staff work with local Councillors, the Toronto Public Space Committee and other interested community organizations to locate and ascertain the locations and legality of these billboards.
- 3) This audit report include a plan to bring all illegal or non-conforming billboards in the City of Toronto into compliance.

Although not central to the need for this audit, I will point out that the fairness of any possible future billboard tax will depend on how well illegal billboards are enforced. Thank you for your attention to this important matter and I hope that the Committee adopts these motions.

Sincerely,

Cesar Palacio  
Toronto City Councillor  
Ward 17 – Davenport

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CITY CLERK'S OFFICE  
SECRETARIAT SECTION