

Councillor Mike Del Grande B.Comm., C.A., M.T.S., B.Ed.

Toronto City Council
Scarborough-Agincourt
Ward 39

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March 27, 2008

Councillor Howard Moscoe
Chair, Licensing & Standards Committee
Toronto City Hall, 100 Queen Street West
2nd Floor, Suite B30
Toronto, ON M5H 2N2

Dear Councillor Moscoe:

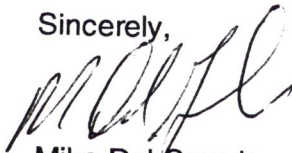
Re: Illegal posting of Third Party Signage on Utility Poles, Traffic Signs & City Property

Yesterday evening, I received an email and a website link from The Toronto Advertising Hall of Shame (TAHS) about the illegal posting and postering of signage in the City of Toronto. Like graffiti, sign pollution is becoming an eyesore throughout the City.

As the local Councillor for Ward 39, I have taken a pro-active approach of contacting Municipal Licensing & Standards Staff on having this form of illegal advertising removed from street signs, bus shelters and light standards. There was a time when these signs were a common site on arterial roads and at major intersections. I have noticed more often that illegal signs are being posted within residential sub-divisions. Signs are removed by MLS Staff but I am unaware on what fines and charges have been levied against businesses and individuals who

I would like to add this item of concern onto the next Licensing and Standards Committee Agenda as New Business for the April 11, 2008 Meeting. In addition, I would ask that the Director of Municipal Licensing and Standards report back to the Committee at its next meeting on May 9, 2008 about the number of charges and fines that have been levied on those people who post illegal signs.

Sincerely,



Mike Del Grande
Ward 39
Councillor
Scarborough-Agincourt

CC: Linda Reid, Licensing & Standards Committee Secretariat ✓

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SECRETARIAT SECTION
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