

Planning and Growth Management Committee

Meeting No.	21 (Special)	Contact	Merle MacDonald, Committee Administrator
Meeting Date	Monday, December 8, 2008	Phone	416-392-7340
Start Time	9:30 AM	E-mail	pgmc@toronto.ca
Location	Committee Room 1, City Hall		

The Decision Document is for preliminary reference purposes only. Please refer to the Committee's Report to City Council or to the Minutes for the official record.

How to Read the Decision Document:

- *Recommendations of the Committee to City Council appear after the item heading.*
- *Other action taken by the Committee on its own authority, which does not require Council's approval, is listed in the decision document under the heading "Decision Advice and Other Information".*
- *Declarations of Interest, if any, appear at the end of an item.*

PG21.1	Presentation	Amended		Ward: All
--------	--------------	---------	--	-----------

Harmonized Sign By-law Interim Report - Revised

Decision Advice and Other Information

The Planning and Growth Management Committee:

- requested the Chief Building Official to consider the submissions received at this Special Meeting while conducting the second series of public consultation sessions, and submit a second interim report prior to going forward with a draft by-law on the Harmonized Sign By-law; and
- referred the following motions to the Chief Building Official and Executive Director of Toronto Building for consideration and report to the Committee:

That the Chief Building Official and Executive Director of Toronto Building report to the Committee on the following:

(Motion by Councillor Vaughan)

1. how identified Heritage Districts could constitute stand alone zones or districts;
2. guidelines governing political advertising to ensure fair and balanced access to display area;
3. revenues, penalties and how rates could be used to finance proposed changes;
4. an approval and appeal process that sustains Community Council as the body of final decision;
5. include environmental guidelines that require electronic signs to either self generate electricity as part of the sign or allow for off site offsets;
6. how MPAC currently assesses signs and billboards and on what impact a standardized tax classification might have on city revenues.

(Motion by Councillor Filion)

7. specific and clear identification of any new recommendations for as-of-right permissions to erect signs;
8. staff develop a policy on the donation of community benefits by sign companies;
9. significant attempts be made to have meaningful consultation with residents and Councillors;
10. the character of the distinctive areas and the wishes of residents be noted and respected;
11. construction hoarding be treated as advertising where it functions as a billboard advertising a product, and further, consideration be given to charging a fee;
12. if the delegation of 1st party signs to staff is recommended, that these be accredited by consultation with Councillors and a bump-up provision;
13. consider a notification process for residents for any large sign variance applications;
14. companies which have illegal signs 30 days after enactment of the new Sign By-law not be granted a licence to operate in the City of Toronto; and
15. provide the Committee with information on the number of illegal signs in the City of Toronto and the companies involved.

Origin

(December 3, 2008) Report from Chief Building Official and Executive Director

Summary

This report replaces the report dated November 26, 2008 from the Chief Building Official and Executive Director.

This report describes the progress made following the first stage of public and stakeholder consultation respecting the City's harmonized sign by-law. The sign by-law project team has been directed to bring forward progress reports at critical stages through the Chief Building Official and Executive Director, Toronto Building.

Through the first stage of the project, key issues that need to be addressed have been identified. The issues can be categorized into two distinct units - Organizational and Process Issues (dealing with internal matters relating to policy, procedure and staffing) and Substantive Sign Issues (dealing with external matters relating to environment, technology and sign proliferation).

Martin Rendl of the Planning firm Martin Rendl Associates, the sign study consultant, will present, in detail, the key issues at this Special Meeting of the Planning and Growth Management Committee.

Background Information

Harmonized Sign By-law Interim Report - Revised

<http://www.toronto.ca/legdocs/mmis/2008/pg/bgrd/backgroundfile-17603.pdf>

Toronto Sign By-law Presentation (PG21.1.5)

<http://www.toronto.ca/legdocs/mmis/2008/pg/bgrd/backgroundfile-17882.pdf>

Communications

(December 3, 2008) e-mail from Demos Iordanous (PG.New.PG21.1.1)

(December 5, 2008) fax from Karen Daughton, President, Daughton Property Management Inc. (PG.New.PG21.1.2)

(December 3, 2008) letter from Nick Petrou, Petrou Holdings Ltd. (PG.New.PG21.1.3)

(December 8, 2008) e-mail from Bob Reaume, Vice President Policy & Research, The Association of Canadian Advertisers (PG.New.PG21.1.4)

(December 8, 2008) submission from Martin Rendl, Martin Rendl Associates (PG.New.PG21.1.5)

(December 8, 2008) submission from Ron Hutchinson, Astral Media Outdoor (PG.New.PG21.1.6)

(December 8, 2008) submission from Peter Irwin, Outdoor Broadcast Network (PG.New.PG21.1.7)

(December 8, 2008) submission from Sid Catalano, Pattison Outdoor Advertising (PG.New.PG21.1.8)

(December 8, 2008) submission from Lisa McKeon, Titan Worldwide (PG.New.PG21.1.9)

(December 8, 2008) submission from Rosanne Caron, Out-of-Home Marketing Association of Canada (PG.New.PG21.1.10)

(December 8, 2008) submission from Stephen McGregor, National Director, Real Estate, CBS Outdoor Canada (PG.New.PG21.1.11)

Meeting Sessions

Session Date	Session Type	Start Time	End Time	Public or Closed Session
2008-12-08	Morning	9:45 AM	12:40 PM	Public

Attendance

Date and Time	Quorum	Members
2008-12-08 9:45 AM - 12:40 PM (Public Session)	Present	<i>Present:</i> Di Giorgio, Filion, Kelly, Milczyn, Stintz, Vaughan <i>Also present (non-members):</i> Lee, McConnell, Mihevc, Moeser, Moscoe, Perks, Rae, Thompson