

City Council

Notice of Motion

MM38.8	ACTION			Ward: All
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Moratorium on Accepting Applications for Variances on Third Party Signs - by Councillor Moscoe, seconded by Councillor Filion

- Notice of this Motion has been given.*
- This Motion is subject to referral to the Planning and Growth Management Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Moscoe, seconded by Councillor Filion, recommends that:

1. Council declare a moratorium on accepting new applications for a variance on all third party signs until such time as the new sign by-law is adopted.

Summary

The City of Toronto has commissioned a major rewrite of its sign by-law. A first draft has already been tabled at Committee. Public hearings have been held and the new draft by-law is imminent.

Sign companies and their lobbyists have been rushing to obtain approvals for major sign variances prior to the approval of the by-law.

At the last North York Community Council meeting, North York Community Council deferred consideration of a new sign technology, pending the approval of the by-law. The company in question had failed to obtain approvals in Scarborough for the same sign.

The Etobicoke York Community Council recently approved an application for a variance to allow this new technology. It has never, to date, been permitted and unlike its use in Montreal, there is no body of regulations that limits the worst abuses. Not only that, but Etobicoke York Community Council approved five major signs at that meeting which were lobbied into place ahead of the new by-law.

It is time we ended this divide and conquer strategy.

(Submitted to City Council on August 5, 2009 as MM38.8)