

## **Mobile Sign Enforcement – North Side of Steeles Avenue**

<b>Date:</b>	October 20, 2009
<b>To:</b>	North York Community Council
<b>From:</b>	District Manager, Municipal Licensing and Standards, North York District
<b>Wards:</b>	<b>8, 9, 10, 15, 16, 23, 24, 25, 26, 33, 34</b>
<b>Reference Number:</b>	-

### **SUMMARY**

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Municipal Licensing and Standards has been enforcing the temporary sign legislation as it relates to Mobile Signs across the City. Seized signs in the North District total 111. Joint enforcement activity with the City of Vaughan is scheduled over the next six weeks.

### **FINANCIAL IMPACT**

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There is no financial implication or impact resulting from this report.

### **ISSUE BACKGROUND**

At its meeting on September 15, 2009, the North York Community Council requested a report from the Municipal Licensing and Standards Division on their Mobile Sign Enforcement activity on the north side of Steeles Avenue.

### **COMMENT**

Municipal Licensing and Standards has been actively enforcing the City's temporary sign legislation through the use of a dedicated Sign Enforcement Team. Where there is no compliance, the Division has been removing the signs and as of the end of September 2009, 296 mobile signs have been seized across the City. The North District accounts for 111 of this total.

Enforcement has had a positive effect along Steeles Avenue on the south side, however, the north side of the road abutting the jurisdiction of the City of Vaughan, west of Yonge Street, has proved to be a challenge. Although Toronto's jurisdiction extends to include all of the road allowance, accurate street line information is not generally available. In addition, a number of enforcement scenarios present themselves. For example, the City of Vaughan regulates the location of mobile signs and has a permit system, which can result in jurisdictional issues, particularly where a mobile sign location straddles public and private property.

To address these challenges, representatives of the Divisional Sign Team have met with Enforcement representatives from the City of Vaughan. The meetings have resulted in the development of a joint enforcement strategy, which will be implemented in late October or early November 2009. Going forward, the Division's link with Vaughan's Enforcement Agency should ensure a timely response to sign issues on the north side of Steeles Avenue.

Signs on the north side of Steeles Avenue, east of Yonge Street, do not present the same degree of problem as experienced to the west, however, Divisional representatives plan to meet with representatives from the Town of Markham to discuss the development of similar enforcement initiatives.

## **CONTACT**

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## **SIGNATURE**

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