

Appendix “A” – Proposed Amendments to City of Toronto Municipal Code Chapter 693, Signs, Article III, Temporary Signs

1. Article III, Temporary Signs, of Toronto Municipal Code Chapter 693, Signs, be amended as follows:

A. Inserting the following definitions in § 693-16 in alphabetical sequence:

ELECTRONIC MOVING COPY – Sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy displays moving images.

ELECTRONIC STATIC COPY – Sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy is fixed for a set period of time.

HERITAGE CONSERVATION DISTRICT — An area which is designated by a by-law passed by the City pursuant to the *Ontario Heritage Act* as being an area of architectural or historical significance.

ILLUMINATION – The act of lighting up a sign by way of an artificial light source located within, on or external to the sign, the brightness and intensity of which are measured in lux and nits.

INTERACTIVE COPY – Sign copy which specifically changes so as to communicate directly with a particular observer.

MECHANICAL COPY — Sign copy which physically moves in whole or in part and shall include tri-vision sign copy.

MOBILE VEHICLE SIGN –

A. A sign that is part of, or attached to, a motor vehicle, motorized snow vehicle, trailer, traction engine, farm tractor, road-building machine, bicycle and any vehicle drawn, propelled or driven by any kind of power, including muscular power.

B. Does not include a sign attached to a vehicle where the principal use of that vehicle is the transportation of people, goods or other materials.

SIGN COPY — Any colour, graphic, logo, symbol, word, numeral, text, image, message, picture, or combination thereof displayed on a sign face.

SIGN FACE — The opaque, transparent, or translucent surface of a sign upon, against, or through which the sign copy is displayed including any frame or border and shall also include the portion of any surface upon which a sign is projected or painted.

SMOG ALERT – A smog alert issued by the Medical Officer of Health.

STATIC COPY – Sign copy that is fixed and does not move in any manner.

TRI-VISION SIGN COPY – Sign copy which rotates in three successive stages.

- B. Deleting the definition of "Temporary Sign" in § 693-16 and substituting the following:

TEMPORARY SIGN — A sign that is not permanently installed or affixed to any structure or building, and:

- A. Includes:
- (1) A mobile sign;
 - (2) A portable sign;
 - (3) A real estate sign;
 - (4) An open house directional sign;
 - (5) A new development sign;
 - (6) A garage sale sign;
 - (7) A ground-mounted sign; and
 - (8) A mobile vehicle sign.
- B. Does not include a poster.

- C. Deleting the definition of "Temporary Sign Provider" in § 693-16 and substituting the following:

TEMPORARY SIGN PROVIDER — A person who carries on or engages in the business of:

- A. Installing or operating temporary signs of behalf of others; or
- B. Leasing or renting temporary signs to others.

2. Article III, Temporary Signs, of Toronto Municipal Code Chapter 693, Signs, be amended as follows:

- A. Subsection 693-17A is deleted and substituted with the following:

§ 693-17. Temporary signs; general requirements.

- A. General.

- (1) No person shall erect, display, place or maintain a temporary sign except as permitted by this article.
- (2) No temporary sign shall project sign copy onto a building or any other surface external to the sign unless otherwise expressly permitted by this article.
- (3) No temporary sign shall emit sound, be illuminated nor shall any temporary sign have any attachments adding to its overall dimensions, unless otherwise expressly permitted by this article.
- (3) Temporary signs shall display only static copy unless otherwise expressly permitted by this article.
- (4) Temporary signs shall comply with all other applicable City by-laws.
- (5) Where the provisions of this article are in conflict with any other by-law applicable to temporary signage, this article shall prevail to the extent of the conflict.

B. Subsection 693-17B(2) is deleted and substituted with the following:

- (2) An applicant for a temporary sign permit shall furnish to the City the information required by the City to process the permit, including:
 - (a) The name and address of the sign owner and, if applicable, the temporary sign provider of the temporary sign;
 - (b) The name and address of the property owner or business owner or business operator applying for the permit;
 - (c) The municipal address of the premises upon which the sign is to be located;
 - (d) A site plan or survey, identifying the location of the temporary sign on the premises, and, in the case of an application for a permit for the erection or display of a mobile vehicle sign, a list of all public roadways upon which the a mobile vehicle sign is to be displayed;
 - (e) The commencement and termination dates for the placement of the temporary sign, and, in the case of an application for a permit for the erection or display of a mobile vehicle sign, a reproduction of the sign copy to be displayed;
 - (f) A contact name and number for the individual responsible for the temporary sign and written authorization from the property owner or management company to permit the applicant to have the temporary sign located and placed on the premises;
 - (g) The completed application; and
 - (h) The permit fee for the temporary sign set out in Chapter 441, Fees and Charges.

C. Subsection 693-17B(3) is deleted and substituted with the following:

- (3) Applicants for a temporary sign permit shall provide the City with the following policies of insurance:

- (a) a policy of liability insurance with a limit of not less than Two Million (\$2,000,000), per occurrence (exclusive of interest and costs) comprehensive against loss or damage resulting from bodily injury to or the death of one or more persons, or from loss or damage to property resulting from any accident, that shall:
 - [1] Provide for cross-liability and severability of interest;
 - [2] Be endorsed to the effect that the Municipal Licensing and Standards Division will be given at least 30 days' written notice of any cancellation, expiration or variation in the amount of the policy;
 - [3] Be issued by an insurer authorized by law to carry on business in the Province of Ontario; and
 - [4] Name the City of Toronto as an additional insured.

- (b) and where the application is for a temporary sign permit to permit the erection or display of a mobile vehicle sign that is part of, or attached to, a licensed motor vehicle, a policy of liability insurance to cover the operation of the licensed motor vehicle with a limit of not less than Two Million (\$2,000,000) comprehensive against loss or damage resulting from bodily injury to or the death of one or more persons, or from loss or damage to property resulting from any one accident or occurrence, that shall:
 - [1] Be endorsed to the effect that the Municipal Licensing and Standards Division will be given at least 10 days' written notice of any cancellation, expiration or variation in the amount of the policy;
 - [2] Be issued by an insurer authorized by law to carry on business in the Province of Ontario; and
 - [3] Shall include every person having an interest in the mobile vehicle sign and the licensed motor vehicle.

D. Subsection 693-17B is amended by inserting the following as § 693-17B(3.1):

- (3.1) Applicants for a temporary sign permit shall deposit with the Municipal Licensing and Standards Division certificates of the policies of insurance required by this article originally signed by the insurer, or an authorized agent of the insurer.

E. Subsection 693-17B is amended by inserting the following as § 693-17B(3.2):

- (3.2) Every person displaying or erecting a temporary sign shall, prior to expiration of a policy of insurance required by this article, deposit a certificate originally signed by the insurer, or an authorized agent of the insurer, of an equivalent policy of insurance; or a certificate of renewal originally signed by the insurer, or an authorized agent of the insurer, of

the policy of insurance originally issued, with the Municipal Licensing and Standards Division.

F. Subsection 693-17D(6) is deleted and substituted with the following:

- (6) Despite Subsection D(5), the following are permitted on public property:
 - (a) An official sign required by a public authority;
 - (b) A work zone sign;
 - (c) A non-illuminated directional sign for a religious institution; and,
 - (d) A mobile vehicle sign, as permitted by this article.

3. Article III, Temporary Signs, of Toronto Municipal Code Chapter 693, Signs, is amended by inserting the following as § 693-19.1:

§ 693-19.1 Mobile vehicle signs.

A. Mobile vehicle sign permit.

- (1) A permit for a mobile vehicle sign shall be valid for a period of 30 days.
- (2) A mobile vehicle sign shall only display the sign copy as submitted the application filed under § 693-17B(2).
- (3) A person to whom a permit is issued for a mobile vehicle sign shall ensure that the permit expiry date is prominently displayed on the sign so as to be visible from a distance of not less than 15 meters.

B. Location.

- (1) Notwithstanding, § 693-17D(9), (10) a mobile vehicle sign may be erected or displayed on public property in accordance with the following requirements:
 - (a) the Mobile vehicle sign is located on the public road allowance excluding any centre median, traffic island, sidewalk or centre boulevard within the road allowance;
 - (b) the Mobile vehicle sign is not erected or displayed between the hours of 3:30 p.m. and 6:30 p.m. on Monday through Friday, excluding statutory holidays;
 - (c) the Mobile vehicle sign is erected or displayed upon the public roadways provided with the application filed under § 693-17B(2);
 - (d) the Mobile vehicle sign is erected or displayed upon a major or minor arterial road; and,
 - (e) the mobile vehicle sign is not parked:
 - [1] within a sight triangle;
 - [2] within three metres (9.8 feet) of a driveway entrance or exit or a side property line; or,
 - [3] within 30 metres of lands zoned for residential uses.
- (2) A Mobile vehicle sign may be erected or displayed on private property in accordance with the following requirements:

- (a) Mobile vehicle sign shall be located in front of the business that the sign is advertising;
- (b) Mobile vehicle sign shall not be displayed or erected on vacant land;
- (c) No mobile vehicle sign shall be located in an area that has tall grass or weeds, litter, trash or is generally unkept, and it shall be the responsibility of the business owner or business operator of the business being advertised in the sign to keep the property free of such conditions.
- (d) A sign that does not comply with Subsection B(2)(c) shall be removed immediately.

C. Safety.

All Mobile vehicle sign shall comply with minimum safety and design requirements, including the following:

- (1) Each sign shall have no more than two sign faces, each having a maximum area of five square metres (53.8 square feet);
- (2) No mobile vehicle sign shall be erected, displayed or maintained at any location where it may interfere with, obstruct the view of, or be confused with an authorized traffic sign, signal or warning device; and,
- (3) No mobile vehicle sign shall be erected, displayed or maintained which may obstruct the view of any pedestrian or driver of a motor vehicle or which may interfere with vehicular movement to such a degree as may endanger any person or risk damage to any vehicle.

D. Environmental Regulation.

- (1) No mobile vehicle sign shall be erected or displayed on public or private property at any time when a smog alert is in effect.

Appendix “B” – Proposed Amendments to City of Toronto Municipal Code Chapter 545, Licensing

1. Chapter 545, Signs, be amended as follows:

- A. Deleting the definition of "Temporary sign provider" in § 545-1 and substituting the following:

TEMPORARY SIGN PROVIDER — Every person engaged in the business of installing, or operating, on behalf of others, or leasing or renting to others, temporary signs as defined in Chapter 693, including mobile vehicle signs.

2. Article XL, Temporary Sign Providers, of Toronto Municipal Code Chapter 545, Licensing, is amended as follows:

- A. Section 545-492 is deleted and substituted with the following:

§ 545-492. Policy of insurance; certified copy or certificate.

- A. Every temporary sign provider shall procure and maintain the following policies of insurance:

- (a) a policy of liability insurance with a limit of not less than Two Million (\$2,000,000), per occurrence (exclusive of interest and costs) comprehensive against loss or damage resulting from bodily injury to or the death of one or more persons, or from loss or damage to property resulting from any accident, that shall:

- [1] Provide for cross-liability and severability of interest;
- [2] Be endorsed to the effect that the Municipal Licensing and Standards Division will be given at least 30 days' written notice of any cancellation, expiration or variation in the amount of the policy;
- [3] Be issued by an insurer authorized by law to carry on business in the Province of Ontario; and
- [4] Name the City of Toronto as an additional insured.

- (2) and where the temporary sign provider is engaged in the business of installing, or operating, on behalf of others, or leasing or renting to others, mobile vehicle signs as defined in Chapter 693, which are part of, or attached to, a licensed motor vehicle, a policy of liability insurance to cover the offering and operating a licensed motor vehicle with a limit of not less than Two Million (\$2,000,000) comprehensive against loss or damage resulting from bodily injury to or the death of one or more persons, or from loss

or damage to property resulting from any one accident or occurrence, that shall:

- [1] Be endorsed to the effect that the Municipal Licensing and Standards Division will be given at least 30 days' written notice of any cancellation, expiration or variation in the amount of the policy;
 - [2] Be issued by an insurer authorized by law to carry on business in the Province of Ontario; and
 - [3] Shall include every person having an interest in the mobile vehicle sign and the licensed motor vehicle.
- B. Certificates of the policies of insurance, originally signed by the insurer, or an authorized agent of the insurer, required by this article shall be deposited with the Municipal Licensing and Standards Division.
- C. Every temporary sign provider shall, prior to expiration of a policy of insurance required by this article, deposit a certificate originally signed by the insurer, or an authorized agent of the insurer, of an equivalent policy of insurance or a certificate of renewal originally signed by the insurer, or an authorized agent of the insurer, of the policy of insurance originally issued, with the Municipal Licensing and Standards Division.

Appendix “C” – Proposed Amendments to City of Toronto Municipal Code Chapter 441, Fees and Charges

1. Chapter 441, Fees and Charges, be amended as follows:

A. Inserting the following in Appendix C, Schedule 12, Municipal Licensing and Standards, of Municipal Code Chapter 441, Fees and Charges, after Line 144:

Ref. No.	I Service	II Fee Description	III Fee Basis	IV Fee	V Annual Adjustment
145	Mobile Vehicle Sign	Application and approval of one month permit	Per application	\$125.00	No
146	Mobile Vehicle Sign	Removal fee for Illegal Mobile Vehicle Sign	Per sign	\$100.00	No
147	Mobile Vehicle Sign	Retrieval fee for Illegal Mobile Vehicle Sign	Per removal	\$200.00	No
148	Mobile Vehicle Sign	Storage of Illegal Mobile Vehicle Sign	Per day	\$15.00	No
149	Mobile Vehicle Sign	Disposal fee for an Illegal Mobile Vehicle Sign	per disposal	\$80.00	No