

**NOTICE OF MOTION****Dufferin Street Billboards – 0 Dufferin Street****Moved by: Councillor Howard Moscoe** \_\_\_\_\_**Seconded by: Councillor John Filion** \_\_\_\_\_**SUMMARY:**

A double-sided billboard is located on property under the jurisdiction of the City of Toronto which forms part of an old railroad beltline which crosses Dufferin Street south of Roselawn Avenue.

The City has rehabilitated the old railroad line to create a walking trail that is now used by thousands of people as a recreational element in the community.

Notwithstanding the fact that we have been in control of this property since approximately 2000, not one cent of revenue has gone to the City.

**RECOMMENDATIONS:**

That North York Community Council recommend to City Council that:

1. The Director of Real Estate Services, report in consultation with appropriate officials on the potential authorization of a third party sign on the former beltline railway bridge crossing Dufferin Street, south of Roselawn Avenue.
2. Such report also deal with the following conditions:
  - (a) the sign be incorporated into a “clean and beautiful” art plan for the bridge;
  - (b) the applicant be responsible for rehabilitating and improving the pedestrian lighting under both sides of the bridge;
  - (c) the applicant be responsible for the installation of a protective barrier on both sides of the walking trail bridge to enhance the safety of pedestrians crossing the bridge; and
  - (d) the “clean and beautiful” secretariat supervise the public art installation in cooperation with the Director of Parks and Recreation, North District and Art Starts Community Arts organization.
3. The matter of the existing Astral Media sign within the beltline walking trail in the vicinity of the former beltline railway bridge be referred to the appropriate civic officials for a report back to North York Community Council.

March 9, 2010.