



**STAFF REPORT
ACTION REQUIRED**

Additional Consideration: Area Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands – Community Messaging Provisions

Date:	June 29, 2012
To:	City Council
From:	Chief Building Official and Executive Director, Toronto Building
Wards:	All
Reference Number:	P:\2012\Cluster B\BLD\Chief Building Official Head Office\CC12001

SUMMARY

This report responds to a direction given to the Chief Building Official and Executive Director, Toronto Building and the City Manager by the Planning and Growth Management Committee at its June 11, 2012 meeting, to report to Council on an increase in community and emergency (“non-commercial”) messaging, in conjunction with approvals for third party signs proposed in PG 15.4; and, how that messaging would be reviewed and approved.

This report provides a framework for implementing requirements for non-commercial messaging that are imposed as conditions of approval for third party signs.

The City Manager's Office (Strategic Communications) was consulted in the preparation of this report.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building and the City Manager recommend that:

1. City Council delete the definition of EMERGENCY MESSAGING found in Attachments 1 through 5 of the report titled: Supplemental Report - Area Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands, and dated May 22, 2012;

2. City Council replace the definition of COMMUNITY MESSAGING found in Attachments 1 through 5 of the report titled: Supplemental Report - Area Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands, and dated May 22, 2012, to:

NON-COMMERCIAL MESSAGING – Sign copy displayed on a sign face and related to identifying and informing the public of: charitable, cultural or community organizations; provincial, municipal or civic organizations; public service messages; emerging Council-approved initiatives; divisional and committee programs and services including programs and services offered by the City of Toronto’s special purpose bodies, agencies, boards, commissions and corporations; and, City-sponsored and City-partnered events but shall not include political messaging.

3. City Council replace any reference to "community messaging" found in Attachments 1 through 5 of the report titled: Supplemental Report - Area Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands, and dated May 22, 2012, with "non-commercial messaging"; and
4. City Council replace any reference to "1.5 percent" found in Attachments 1 through 5 of the report titled: Supplemental Report - Area Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands, and dated May 22, 2012, with "5 percent".

Financial Impact

The recommendations will have no financial impacts.

DECISION HISTORY

Supplemental Report - Area Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.PG15.4>

Additional Consultation – Amendments to Chapter 694 of the Toronto Municipal Code Respecting Third Party Ground Signs on Certain Rail Lands

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.PG12.5>

Additional Consultation - Area Specific Amendment Concerning Certain Rail Lands Respecting Third Party Ground Signs

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.PG10.3>

Amendments to Chapter 694 of the City of Toronto Municipal Code Respecting a Comprehensive Consolidation and Upgrade Program for Third Party Ground Signs Located on Certain Rail Lands within the City of Toronto

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.PG8.1>

Ground Sign Variance Request – 2300 Yonge Street
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2008.NY18.11>)

Sign Variance – 2 Strachan Avenue (200 Manitoba Drive)
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2010.TE32.82>)

ISSUE BACKGROUND

As part of the amendments proposed in PG 15.4, the Applicant has requested conditions that would require any approved signs to display a minimum amount of non-commercial messaging.

Non-commercial messaging could include messaging for:

- Charitable, cultural or community organizations;
- Provincial, municipal or civic organizations;
- Public service messages;
- Emerging Council-approved initiatives;
- Divisional and Committee programs and services; including programs and services offered by the City of Toronto's special purpose bodies, agencies, boards, commissions and corporations; and
- City-sponsored events and City-partnered events.

Previous Third Party Sign Approvals

In the past, approvals for third party signs have sometimes required the sign owner to display a certain amount of non-commercial messaging. Examples of this include:

- A third party sign at Exhibition Place - Non-commercial messaging is required to be one exposure on each digital board for twelve months during each contract year, plus \$50,000.00 of display elsewhere in the city; and
- A third party sign at 2300 Yonge Street (Yonge/Eglinton Centre) - Messaging is required to be 60/40 split between commercial and non-commercial messaging over a twelve month period.

Coordinated Street Furniture Program

The City's Co-ordinated Street Furniture Program also contains provisions for non-commercial messaging. As part of the Street Furniture Agreement:

- 8.5 percent of the advertising space on the Street Furniture is to be provided to the City for public service announcements; and,
- Free advertising space is to be provided to local Business Improvement Areas.

The Strategic Communications Division co-ordinates and adjudicates the public service messaging provisions of the Street Furniture agreement as well as ensuring that the

requirements of the non-commercial messaging component of the Street Furniture agreement is adhered to. Strategic Communications, along with Astral Media, review proposed non-commercial messages and ensure they do not conflict with other policies and regulations (including advertising standards).

COMMENTS

After a review of other arrangements that contain requirements for non-commercial messaging (on other signs and advertising devices); staff recommend that the minimum requirement be increased from 1.5 percent of advertising space/time dedicated to non-commercial messaging to 5 percent, consistent with the Co-ordinated Street Furniture Agreement. This will result in an increase from 92 non-commercial messages to 306 non-commercial messages daily on each sign.

Any provisions requiring a minimum display of non-commercial messages on the proposed signs would be enforced by the Sign Bylaw Unit in the same manner as other performance standards for these signs contained in Chapter 694. Should performance standards for non-commercial messaging not be followed; the Sign Bylaw Unit would initiate enforcement action as required.

Administratively, the City's Strategic Communications Division, which administers the public service messaging provisions of the Co-ordinated Street Furniture Agreement with Astral Media, will undertake the adjudication of any non-commercial messaging provisions approved through PG 15.4. The Division has outlined a fair and equitable process whereby this messaging can be provided on the advertising displays of those street furniture components that contain it. The Division, in conjunction with Astral Media, review each of the proposed non-commercial messages, ensuring that it does not conflict with applicable policies and regulations (including advertising standards), and co-ordinate the display for those geographic areas of the City where any specific public service messaging would be most suitable and/or desirable.

Each respective division/agency/organization that takes part in the non-commercial messaging is responsible for the design and production of the message copy, considerate of the parameters respecting size of display area, size of font, colour co-ordination, etc., set in place by City policy. The installation of the message is carried out by Astral Media. Strategic Communications is responsible for ensuring the amount and duration of the public service messaging component of the Agreement is adhered to.

Similarly, Strategic Communications will undertake the adjudication of non-commercial messaging for this subject proposal.

New Definition of “Non-Commercial Messaging”

In order to broaden the scope and the potential users of any new non-commercial messaging made available in PG 15.4; it is recommended that the definition:

Community Messaging - Sign copy displayed on a sign face for the purpose of community uses active within the City, including but not limited to: events sponsored by charitable, cultural, community organizations, or BIA's; and, special events and functions for special Citywide and Province-wide events.

Be changed to:

Non-commercial Messaging: - Sign copy displayed on a sign face and related to identifying and informing the public of: charitable, cultural or community organizations; provincial, municipal or civic organizations; public service messages; emerging Council-approved initiatives; Divisional and Committee programs and services including programs and services offered by the City of Toronto's special purpose bodies, agencies, boards, commissions and corporations; and, City-sponsored and City-partnered events but shall not include political messaging.

CONTACT

Robert Bader
Supervisor, Sign By-law Unit
Toronto Building
Tel: (416) 392-4113
Email: rbader@toronto.ca

John Heggie
Director, Business Operations
Toronto Building
Tel: (416) 392-7982
E-mail: jheggie@toronto.ca

SIGNATURE

V. Ann Boroah
Chief Building Official and Executive Director, Toronto Building