



BUILDING A GREATER GTA
Building Industry and Land
Development Association

June 17, 2014

Members of the Planning and Growth Management Committee
City Hall, City of Toronto
100 Queen Street West
Toronto, Ontario
M5H 2N2

RE: PG34.6 Construction Hoarding Sign Fees and Public Realm Enhancements

Dear Members of the Planning and Growth Management Committee,

The Building Industry and Land Development Association, is in receipt of the Staff Report for Construction Hoarding Sign Fees and Public Realm Enhancements, which is scheduled to be heard at the June 19th Planning and Growth Management Committee meeting and we offer you the following comments with respect to this proposal.

We understand that this proposal introduces fees for the display of advertising signs with First Party Content on construction hoarding at the rate of \$5.60 per month per square metre, *in addition* to the existing Hoarding Permit Fees of \$16.94 per linear metre to blank hoarding and an additional fee of \$6.45 per liner metre for any hoarding signage.

The report also states that the increased revenues from this additional fee (of \$5.60) would be directed into a reserve fund that will be drawn upon by the City's Arts and Culture Services, Economic Development and Culture Division, for purposes of commissioning, acquiring, and maintaining public art for the public realm across the City.

BILD Toronto Chapter members recognize the value of enhancing the public realm with public art and support the Official Plan policy objective to "make Toronto a clean and beautiful city." As experts in execution, our members already support public art through a series of existing tools. These tools were identified to City Staff (as listed on page 2 of this letter), but failed to be reflected in City Staff's report. It is for these reasons that we recommend the following.

BILD Recommendation:

BILD Toronto Chapter strongly recommends that the members of the Planning and Growth Management Committee do not proceed with an additional fee for Public Art purposes, as this fee is unwarranted as a result of existing city programs and fees – that serve to subsidize Public Art. This new fee is clearly a double dipping of fees charged to the applicant for this purpose.

We believe it is critical that these existing tools are highlighted to the committee in consideration this proposal. The details of these tools are as follows:

As noted in the City of Toronto's *Implementation Guidelines for Section 37 of the Planning Act*, public art is an eligible Section 37 community benefit that may take the form of an on-site public art installation, or a cash contribution to either a specific off-site installation or a City fund for public art purposes, or a combination thereof.

The City of Toronto's *Urban Design – Percent for Public Art Program Guidelines*, explains the three options that a developer utilizes, they are listed below:

- **(1) Existing 'On-site' Public Art Contribution:** The applicant may commission public artwork to the value of the public art contribution (recommended one percent of the gross construction cost of the development) and such works shall be located upon the subject property or publicly owned lands adjacent thereto; or
- **(2) Existing off-site' (pooled) Public Art Contribution:** The applicant may direct the value of the public art contribution to the City's off-site pooled Public Art Reserve Fund. The fund will be used towards City-supported public art plans on publicly owned lands in the local community; or
- **(3) Existing 'on-site/off-site' Public Art Combination:** The applicant may commission public art work on the subject property or publicly owned lands adjacent thereto and allocate the remaining portion of the public art contribution to the City's off-site pooled Public Art Reserve Fund to be used.

Additionally;

- **Private Voluntary Donations:** BILD Toronto Chapter members also contribute to public art through private donations and/or art program contributions. This additional fee will likely deter our members from these voluntary contributions that serve the arts and cultural communities in Toronto, that may not be publicly subsidized.

As a key and critical stakeholder, we hope that you will consider our comments in conjunction with the proposal from City Staff. As partners in building complete communities, it is imperative that the needs of the public realm are balanced with the rising challenge of affordability. Especially, as any new charges and fees are passed onto the homeowner through their purchased and sales agreements.

If you have any questions or concerns, please contact the undersigned.

Sincerely,



Danielle Chin MCIP RPP
Senior Planner, Policy & Government Relations

CC: *Stephen Buckley, General Manager, Transportation Services*
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BILD Chapter members