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To: "pgmc@toronto.ca" <pgmc@toronto.ca>
CC: "Ted Van Vliet" <tvanvli@toronto.ca>
Date: 01/07/2015 11:03 AM
Subject: My comments for 2015.PG1.2 on January 8, 2015 Planning and Growth Management Committee

To the City Clerk:

Please add my comments to the agenda for the January 8, 2015 Planning and Growth Management Committee meeting on item 2015.PG1.2, Enforcement Strategy for Chapter 694 of the Municipal Code

I understand that my comments and the personal information in this email will form part of the public record and that my name will be listed as a correspondent on agendas and minutes of City Council or its committees. Also, I understand that agendas and minutes are posted online and my name may be indexed by search engines like Google.

Comments:

Dear Committee,

I am writing on behalf of the Sign Association of Canada. We have some concerns regarding the proposed amendments to sign bylaws, as stated in point. 1.2: Enforcement Strategy for Chapter 694 of the Municipal Code, on your agenda for the January 8th Planning and Growth Management Committee Meeting.

We would like to address the proposed amendment to the City of Toronto Act 2006 to remove the limitation contained in Subsection 110 (1). While we support the intent behind removing the limitation, we strongly encourage a phase in period to allow businesses to comply with the changes in the sign bylaw.

Issue at hand: Removal of the limitation contained in Subsection 110 (1)

Currently the recommendation reads: "City Council request that the Province of Ontario amend the City of Toronto Act, 2006 to remove the limitation contained in Subsection 110(1) that a City by-law respecting advertising devices, including signs, does not apply to an advertising device that was lawfully erected or displayed on the day the by-law comes into force unless the advertising device is not substantially altered"

The Sign Association of Canada supports proper licensing of sign contractors by municipal and provincial jurisdictions as well as proper and consistent enforcement of sign codes. Sign Association of Canada's membership is comprised of professional sign companies that understand and comply with requirements to obtain local permits prior to the erection of signs.

However, we would like to caution the committee on the implications of removing the limitation contained in Subsection 110 (1) as it might have adverse effects on small businesses. Most small businesses have small profit margins. The lack of "grandfathering" could have a substantial financial impact on businesses who have erected expensive and compliant signs, which suddenly become non-compliant. The cost of replacing a sign could be financially crippling to them. The cost includes demolition, design as well as reinstallation of the new sign.

Should the limitation contained in Subsection 110 (1) be removed, we highly recommend that the business owners be given a phase-in period of five years to allow time for them to create a budget for the costs.

I look forward to discussing this with you and thank you in advance for your time. Should you have any questions in this matter, please do not hesitate to contact me at Karin@sac-ace.ca<mailto:Karin@sac-ace.ca> or 905.856.0000

Kind regards,

Karin

Cc: Ted Van Vliet

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