

SIGN BY-LAW PROJECT ISSUES MATRIX

ISSUE							
ENVIRONMENTAL CONSIDERATIONS	SAFETY	LOCATION & TYPE	SIZE	ILLEGAL SIGNAGE & ENFORCEMENT	REVENUE	BILLBOARDS & THIRD PARTY SIGNS	OTHER COMMENTS
Turn signs off or have them dimmed after 11 p.m.	There is a safety concern with digital, readable signs...they are a distraction to drivers.	Storefront signs should be flat against the building. They should not project from the building face.	Signs should not overpower the building around them, perhaps one-tenth the size of the building.	Beef up enforcement against illegal signs.	Double the size of the sign and quadruple the cost. Exponential interest payments on unpaid fines.	Reduce the number of billboards.	Sign content - what limit is set for advertisers or is it a free-for-all?
Signs should face strict rules for energy consumption or should produce their own energy.	There is an increase in signs using technology which distracts drivers (i.e. Exhibition Place, Canadian Tire/Ryerson Building)	Limit duplication of signs within certain areas.	10' x 20' is too large for a 3rd party roof or fascia sign. 1st party signs should have a size and scale appropriate to the building.	Effective enforcement is achieved with more officers, a simple set of rules and a system to allow citizens to determine which signs are illegal.	The city should pay for improving "bad" signs from sign revenues.	Reduce the overall number and size of signs in the city, localizing the vast majority of 3rd party signage to specific parts of the city (around sports stadiums).	Outlaw all signage (current and future) that doesn't conform to the new by-law (i.e. outlaw them until the city can regulate them).
3rd party advertising must generate all their electricity on-site through the purchase of wind/solar/geothermal energy.	Placement of signs should be carefully planned (i.e. not safe to locate signs on a highway ramp).	Integrate signage into the buildings architecture while maintaining the integrity of the building.	The scale of the sign must be proportional to the context of the building/property.	Provide permit plates on signs with sign dimensions listed, connected to an accessible on-line database.	An overall reduction in the [copy area] of signs will drive the price higher, thus making more dollars for the city.	Create billboard-free areas.	Support graffiti art (non-commercial art). The big problem is discernment - what is acceptable and who decides.
No more vinyl signs. Vinyl is hugely environmentally destructive.	Sandwich Boards (temporary A-frame signs) can be a pedestrian nightmare.	When thinking about signs, consider restraint and suitability.	The size and the location of signs should be regulated.	Eliminate illegal signs.	Actively regulate signs - tie taxes and fines to the revenues the sign produces.	Ban new billboards...there are already enough of them.	Why is 3rd party advertising considered a permanent sign when the advertisement keeps changing?
Signs should not be over-illuminated.	Signs should be clear to read while driving. Keep 50+ in mind.	An overpopulation of signs affects property values and business values.	Tax signage according to size and location.	I am annoyed at the increase in obviously illegal signs that are allowed to stay in place.	Tax signage according to size and location.	The city is much less attractive with the proliferation of billboards.	Reduce the number of signs.
All carbon neutral signs would be wicked!	No video screens visible from a road...they are very dangerous.	The size and the location of signs should be regulated.	Signs are boring in Toronto, they are all the same size and shape.	Clear and effective measures for enforcement and complaints needs to be set up and supported.	Ensure city staff have enough money to enforce the new by-law.	There is too much advertising.	3rd party advertising negatively effects the vitality of an area and tends to be heavier in "have-not" areas (i.e. Dupont b/t Lansdowne & Ossington). 1st party advertising brings business to an area and generally has a positive effect.
Billboards that are lit 24/7 waste energy and should be turned off b/t 1 a.m. and 7 a.m.	More and more signs have panels which change the advertising copy...very distracting to drivers.	No need for complete uniformity...diversity is good.	Tax 3rd party signs and not business signs unless excessive of specific height and size.	Sign companies who operate illegal signs are in contempt of city By-laws.	The city should collect half of the advertising revenue as a form of tax.	Provide more tri-vision billboards.	Reduce the overall number and size of signs in the city. Localize the vast majority of 3rd party signs to specific parts of the city (i.e. sports stadiums).
No flashing signs on stores. Turn signs off or have them dimmed after 11 p.m.	Consider the age and the required maintenance of older signage.	New York and Los Angeles have more dynamic and modern signs. Why do the signs in our city look old? I'm interested in seeing our city become modern and dynamic like other North American cities.	An overall reduction in the [copy area] of signs will drive the price higher, thus making more dollars for the city.	Check for Building Code violations in addition to By-law violations. Link enforcement to the Building Code.	Impose heavy fines on oversized signs which should be removed without delay.	There is a decrease in the diversity of advertising (i.e. blanket campaigns by a few very large companies, especially those selling telecom/technology related products and cars). This decreases the diversity of ideas in public discourse.	Provide primary opportunities to small businesses and the local community. Place the greatest limits on 3rd party signage.
	Outlaw distracting signs. Outlaw moving signs. Outlaw audio signage.	In some areas of the city there are so many signs that you can't find what you are looking for.	A percentage of total sign space should be designated for art and public service messages.	Don't let signage be driven by the sign industry but by reasonable regulations, a clear-cut application process and city staff with enough clout, political will and money to enforce the new by-law. Illegal signs should be removed without delay. We have illegal signs that were ordered removed by City Council over a year ago and they are still there.	Object strongly to everything being "for sale" (i.e. Centre Island Beach)	Can some areas of the city be made billboard-free?	Don't allow permanent signs - limit the duration of all signage, even if it's for a decade at a time.
	Signs are a distraction while driving...they should be prohibited.	Street name signs need to be newer and larger.	Over the past few years, every square inch of every surface seems to be covered with various types of advertising. It means that visually, Toronto has become a nasty big billboard, with no respect for the beauty of architecture, buildings and communities.			A tax on billboards is a great idea.	Bigger corporations (Roger's, McDonald's, Mercedes-Benz) seem to have no problem getting signs up anywhere they want.
	Storefront signs should be flat against the building. They should not project from the building face.	Traffic flow signs on major streets are excellent.	Make the signage size appropriate. On the side of a building, it should not dominate (not be more than 50% of the wall surface).	The city should fine the owners of illegal signs the full revenue generated by the sign.		Currently there are no billboards allowed in the Don Valley but some businesses evade the rules by making their lighted two-storey showrooms worse than billboards.	Make the by-law an opportunity to invest in quality signage to improve public spaces.
	Eliminate all "movie" type signage from all locations where it can be distracting to motorists.	The vast majority of the city should be signage-free. Keep signage away from residential areas.	Advertising is important and can be applied without becoming a visual sledgehammer. Look to European cities and their regulations. Don't they look so much more attractive by keeping their signage to a human scale?	All illegal signage should be removed immediately and those who put up illegal signs should be charged with the cost of their removal and their opportunity to apply for future signage prohibited for a full year from the time their illegal sign has been identified and removed.		While 3rd party advertising is important to business, these signs should be subject to stricter regulations and aesthetic concerns. Pick certain areas for "wall-to-wall" 3rd party advertising, such as Dundas Square. For every new area that's considered, residents must be consulted.	An overall principle in the sign by-law should begin with the understanding that signs and signage are secondary to preserving and respecting Toronto's public space. Signs are generally a visual intrusion to how we see and appreciate the civic and the public realm.
	Signs with moving displays should be banned on highways - especially the Gardiner.	Signage should be addressed in new development proposals and incorporated into urban design and architecture components of proposed buildings to accommodate a sign aesthetic into a building and to address the installation of signage that comes after building construction. Signage should not be an 'after thought' of individual property owners who decide to sell space to ad companies.					
		I've seen a marked increase in signage in my neighbourhood. I find the intensity of signage in my area creates clutter and negatively affects the character of the neighbourhood.		Whatever [sign] size the new By-law prescribes, the By-law should be enforced.		Reduce the total amount of advertising signage. It is visual pollution, clutter and makes the city look cheap and dirty.	Something like Dundas Square should never be allowed to happen anywhere else in the city.

PUBLIC COMMENT