Citywide Postering By-law

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<th>Date</th>
<th>June 29, 2010</th>
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<td>To:</td>
<td>City Council</td>
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<td>From:</td>
<td>General Manager, Transportation Services</td>
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**SUMMARY**

The purpose of this report is to respond to a request by the Licensing and Standards Committee for a report to be submitted directly to City Council for its meeting on July 6, 2010 by the General Manager of Transportation Services on the implementation status of the Postering By-law.

**Financial Impact**

There is no financial impact resulting from the receipt of this report.

**DECISION HISTORY**

At its meeting on June 25, 2010, Licensing and Standards Committee, in considering Clause LS31.4, titled “Request for Report – Citywide Postering By-law” directed the General Manager, Transportation Services, to report directly to Council, for its meeting to be held on July 6, 2010, on the implementation status of the Poster By-law.

The full clause can be viewed at:


**ISSUE BACKGROUND**

Municipal Licensing and Standards Division submitted a report titled “Harmonization of the Sign By-law Concerning Posters on Public Property,” which was adopted by City Council at its regularly scheduled meeting on July 25, 26 and 27, 2006. Among other
things, City Council recommended that the City Solicitor be directed, once the kiosks (poster boards and columns) have been installed, to prepare the necessary bill substantially in the form of the draft Postering By-law, attached to the Notice of Motion referred to in recommendation (1) of the report, in order to give effect to any of the recommendations adopted by Council.

Effective September 1, 2007, the City of Toronto entered into an Agreement with Astral Media for the design, manufacturing, installation and maintenance of 25,640 pieces of street furniture for a 20-year period. Among these elements are 2,000 poster boards and 500 poster columns that were included in the Agreement to facilitate the enactment of the Postering By-law by Municipal Licensing and Standards.

Upon adoption of the street furniture program, among other things, City Council directed staff to ensure the equal disbursement of street furniture elements in each year of the rollout across the city. To date, a total of 261 poster boards and 34 poster columns have been installed by Astral Media.

**COMMENTS**

The Postering By-law has not been enacted to date, as the rollout of the poster boards and columns are not within a concentrated area that would substantiate the enactment of the by-law.

Transportation Services and Municipal Licensing and Standards have agreed to implement a focused rollout for Year 4 of the Street Furniture Program that would see the installation of poster units within a concentrated area, which in turn, will allow for the enactment of the Postering By-law and enforcement under the by-law criteria.

**CONTACT**

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**SIGNATURE**

______________________________
Gary Welsh, P.Eng.  
General Manager, Transportation Services

KP/jr