

Citywide Postering By-law

Date:	June 29, 2010
To:	City Council
From:	General Manager, Transportation Services
Wards:	All Wards
Reference Number:	p:\2010\ClusterB\tra\pr\cc10001pr

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:

<http://www.toronto.ca/legdocs/mmis/2010/ls/decisions/2010-06-25-ls31-dd.htm>

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 (posting boards and columns) have been installed, to prepare the necessary bill substantially in the form of the draft Posting 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 posting boards and 500 posting columns that were included in the Agreement to facilitate the enactment of the Posting 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 posting boards and 34 posting columns have been installed by Astral Media.

COMMENTS

The Posting By-law has not been enacted to date, as the rollout of the posting 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 posting units within a concentrated area, which in turn, will allow for the enactment of the Posting By-law and enforcement under the by-law criteria.

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SIGNATURE

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