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**STAFF REPORT**  
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## A-Frame Sign By-Law Amendments

<b>Date:</b>	May 16, 2011
<b>To:</b>	Licensing and Standards Committee
<b>From:</b>	Executive Director, Municipal Licensing and Standards
<b>Wards:</b>	All
<b>Reference Number:</b>	P:\2011\Cluster B\MLS\Ls11011

### SUMMARY

The purpose of this report is to recommend amendments to the A-frame sign provisions under the Toronto Municipal Code, Article III, Temporary Signs, of Chapter 693, Signs, allowing the issuance of permits to business operators with smaller frontages, reducing permit application and renewal fees, and simplifying the application process.

Current Chapter 693 provisions restrict issuance of A-frame sign permits to business operators with frontages of 20 feet or greater and who are main-floor occupants. Proposed changes to the current Municipal Code Chapter aim to address the issues raised by the business community by providing access to the A-frame sign permits to all business operators, while continuing to balance the needs and rights of all sidewalk users. Staff propose to achieve this by maintaining several important application requirements and a number of key provisions governing the use of the A-frame signs within the public space, as well as strengthening the provision respecting the liability insurance requirement.

All Business Improvement Areas (BIAs), as well as the Canadian National Institute for the Blind and the Centre for Independent Living in Toronto were invited to participate in the consultations. Staff also consulted with the Alliance Equality of Blind Canadians; Transportations Services, Right of Way and Pedestrian Projects; Municipal Licensing and Standards, Investigations Services, and Licensing Services (the Road Allowance Unit); Public Realm, Pedestrian Projects; Policy, Planning, Finance and Administration; and Insurance and Risk Management.

The City Solicitor was consulted in the preparation of this report.

## RECOMMENDATIONS

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The Executive Director, Municipal Licensing and Standards, recommends that:

1. Council adopt the proposed amendments to Chapter 693, Signs, as found in Appendix "A", attached to this report;
2. Council adopt the proposed amendments to Chapter 441, Fees and Charges, as found in Appendix "B", attached to this report and;
3. The recommended amendments come into force on September 1, 2011.

Public notice has been given in a manner prescribed in the Toronto Municipal Code, Chapter 162, Notice, Public.

### Implementation Points

Staff from both the Licensing Services of Municipal Licensing and Standards and the Information & Technology Division are responsible for the implementation of business processes and licensing system changes resulting from the amendments proposed in this report.

### Financial Impact

Although the proposed reduction in the permit application and renewal fees will result in reduced revenue on a per-permit basis, it is anticipated that this revenue reduction will be off-set by an expected increase in a number of permits issued. Consequently, it is predicted that the recommendations will have a financial impact in terms of a revenue increase beyond 2010 actuals.

The new permit application fee will decrease by 52.5% from \$200 to \$95, and the new permit renewal fee will decrease by 62.5% from \$200 to \$75. The reduction in the fees reflects the cost-recovery model. The reduction arises partly from the creation of A-frame signs as a separate fee category (apart from portable signs) and from a streamlining of the issuance process.

As of December 31, 2010, there were 37 valid permits that were or are renewable in 2011. Given the lower renewal fee, the total revenue forgone can be projected at \$4,625. However, the expected issuance of a greater number of permits in 2011 (49 additional new permits would offset the revenue forgone) will compensate the revenue loss from the current permit renewals. Furthermore, given that the A-frame sign permit renewal rate is low, A-frame sign permits are currently not a significant source of revenue; hence, the overall negative financial impact, if any, will be negligible.

Providing that it is not feasible to accurately estimate the number of permits that will be issued as a result of the amendments, it is, hence, difficult to determine the exact revenue impact at present. Accordingly, any changes in revenue will be reported during the 2012 Operating Budget process.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

### **Equity Impact Statement**

The representatives from the Canadian National Institute for the Blind and the Centre for Independent Living in Toronto were invited to participate in the consultations. Staff also consulted with the Alliance Equality of Blind Canadians regarding the impact of the proposed amendments on people who are visually impaired. Their comments were considered in the preparation of this report, specifically as they pertain to managing risks (as identified by City of Toronto Insurance and Risk Management – see comments below under Issue Background) that A-frame signs pose to people with visual impairments.

### **DECISION HISTORY**

At its meeting of December 16, 2010, City Council referred Motion MM2.5, A-frame Sign By-law Amendment, to the Licensing and Standards Committee.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.MM2.5>

At its meeting of January 21, 2011 the Licensing & Standards Committee considered Item LS1.5, A-frame Sign By-law Amendment, and requested the Executive Director, Municipal Licensing and Standards to review the provisions of the current A-frame Sign by-law as it pertains to all Business Improvement Areas, as well as Chinatown and Queen West Heritage Conservation District .

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.LS1.5>

### **ISSUE BACKGROUND**

On July 21, 2005, City Council adopted an amendment to Municipal Code, Chapter 693 that added Article III, Temporary Signs, which included regulations with respect to permit issuance and usage of A-frame signs in relation to businesses across the City.

A-frame signs are used by business owners/operators to advertise business activities and products, such as lottery tickets, restaurant menus, store hours, and retail specials. They are found on the sidewalks adjacent to the businesses and are displayed during the business hours of each store. They are often used in heavily travelled pedestrian areas. Sidewalk signs can be produced by sign companies or by individual business operators. During initial consultations in 2004, the City's Insurance and Risk Management staff commented that the placement of advertising signs on City sidewalks creates potential hazards:

1. Sidewalk signs are difficult to see at night and in crowded conditions.
2. Pedestrians can walk into other pedestrians or be forced onto the roadway when diverted by signs.
3. The signs may present special challenges to people with visual impairments.

4. The signs hamper snow-clearing operations.
5. The signs can tip over in high wind making them difficult to see and easy to trip over.

Accordingly, Chapter 693, Article III aimed to address the need for safe, accessible sidewalks by providing for an unobstructed space and limitations on where signs can be displayed on or in relation to the sidewalk. The new regulations were in line with the City's commitment to keeping the sidewalks safe and to de-cluttering of public space; hence the current restrictions with respect to the frontage size and location of the business (above/below ground versus ground floor).

Gradually, a number of key concerns were subsequently raised by the business stakeholders regarding the several main qualifying criteria for an A-frame sign permit:

1. Frontage width is restricted to 20+ feet, resulting in the A-frame sign permit being unattainable to many business operators unless a variance to Chapter 693 is granted by City Council.
2. Availability of the permit is restricted to ground floor occupants only, resulting in claims that Chapter 693, Article III provides an advantage to business operators who already enjoy considerable exposure by being located on the ground floor with a storefront. In Chinatown, for example, a great number of business operators are located below and above ground level and, consequently, are precluded from obtaining a permit for an A-frame sign, without seeking a variance to Chapter 693, Article III. Obtaining a permit may help such business owners to draw attention to their businesses, which are located in more inconspicuous locations.
3. Chapter 693, Article III, adopted harmonized uniform standards throughout the City and did not provide differing standards in light of the City's neighbourhood and spacing diversities. Many sidewalks are sufficiently wide to accommodate an A-frame sign.

## **COMMENTS**

It is expected that the implementation of the proposed amendments to Chapter 693, Article III will result in a benefit to businesses, as well as the City by providing more efficient and focused application and enforcement processes.

## **Statistical Information – Permits**

As of December 31, 2010, there were 37 valid permits. Between July 21, 2005 and March 10, 2011, there were 148 applications submitted (including duplicate applications from the same clients after the first application was cancelled) and 85 A-frame sign permits issued.

Cancelled applications amounted to 35% of the total received. Cancellations were mainly due to non-submission of documents, such as a written authorization from the property owner, a site plan, or a photograph of the sign; or for failing to qualify for a sign due to frontage size and/or the location of the business (i.e., above or below ground level).

In most cases, the required documentation was not submitted along with the application. Accordingly, staff undertook repeated efforts to communicate the requirements related to processing of applications with the applicants. In a number of cases, Right-of-Way enforcement officers attended the business location to verify that the applicant met the site criteria of the A-frame sign permit.

### Research on Other Jurisdictions

Research into the regulations governing the A-frame type of signs revealed that many Canadian jurisdictions favour one sign per frontage limit, do not restrict the issuance of permits to main floor businesses and allow for placement of signs either at the curb or adjacent to the building (See Table 1 below).

**Table 1**

CITY	# OF SIGNS PERMITTED	MINIMUM FRONTAGE	LOCATION OF SIGN	OTHER
Halifax	1 per premises	no	Cannot be placed at the curb or where there is no furnishing and service zone or frontage zone	
Edmonton	1 per frontage	no	At curb in line with light poles and parking meters	
Ottawa	1 per business	no	- Immediately adjacent to the place of business within its property lines - not permitted at the curb	
Vancouver	1 per storefront	no	- Against the building wall or at property line  - Not permitted at the curb	Main floor business only

CITY	# OF SIGNS PERMITTED	MINIMUM FRONTAGE	LOCATION OF SIGN	OTHER
Calgary	- 1 per frontage where less than 75 m width.  - 2 per frontage when more than 75 m	yes	A sign greater than 1.5 square metres in area shall not be located closer than 15 metres to any other freestanding sign.	No separate definition of an A-frame- type sign  -Freestanding temporary sign  - Different height requirements and general regulations in different areas of the city
New York, USA				Sign advertisement is prohibited on sidewalks
Chicago, USA	Not permitted	n/a	n/a	Signs on the sidewalk are generally not permitted unless they form part of a street furniture program

## Proposed Key Amendments

### 1. Changes to the Structure of Chapter 693, Article III:

#### Current provision:

A-frame signs form part of the Portable signs section of Chapter 693

#### Proposed:

A creation of separate and distinct by-law provisions pertaining to A-frame signs.

#### Rationale/Benefits:

A separation from the Portable signs provisions will render the A-frame sign regulation sections more user-friendly and comprehensible. Currently, the provisions that relate to the A-frame signs are intertwined with the provisions applicable to all temporary signs in general and to the sub-class of Portable signs, resulting in some confusion on the applicability of various regulations.

## 2. Changes to provisions regarding frontage size

### **Current Provision:**

Section 693-18A(4): a permit for an A-frame sign, or any other Portable sign may not be issued to a premises with a frontage of less than 20 feet.

### **Proposed:**

A limitation with respect to minimum frontage size will be eliminated. Instead, a maximum of one A-frame sign per site frontage will be allowed, or, where the main site frontage exceeds 20 feet, a maximum of two A-frame signs per site frontage will be permitted. On a corner site, an additional sign will be allowed in front of the side wall.

Each applicant will be issued only one permit, subject to meeting all the requirements.

Where a permit is issued to a business located below or above main floor level, the permitted A-frame sign may be placed on the road allowance adjoining the building, provided that such sign does not obstruct the pedestrian clearway.

### **Rationale/Benefits:**

A large number of businesses located in downtown Toronto have frontages that disqualify them from obtaining an A-frame sign permit (without obtaining a variance) under the current provisions of Chapter 693. For example, in the area bound by Queen Street West, University Avenue, Dundas Street West/ College Street, and Bathurst Street (the area encompassing Chinatown and Queen Street West Heritage Conservation District) statistical research estimates that out of 1,514 business lots, 734 (48.5%) have frontages that are less than 20 feet (corner sites combine both sides, counted as one frontage). In the entire Toronto East York District, the *estimated* number of business lots with frontages narrower than 20 feet is 16,867 (39%) out of 43,012.

It is expected that the benefits of the amendment will include a shift into a greater compliance with current provisions of Chapter 693 by the virtue of more easily obtainable permits; thus, greatly reducing the number of illegal signs (estimated to be in the thousands) on City sidewalks. This shift, in turn, will result in an increased accountability of the store owners for the signs by way of complying with the prescribed permit application requirements, such as procuring adequate insurance coverage, instead of placing the sign illegally in front of the businesses and on the road allowance, subject to enforcement action by Municipal Licensing and Standards Investigations Services.

Furthermore, an expected increased compliance with the regulations will allow the City's by-law enforcement efforts to focus on the reduced number of operators who

do not obtain a permit and who do not follow the regulations regarding the maintenance of a fully accessible and unobstructed pedestrian clearway; thus, resulting in resource efficiencies.

### **3. Changes to provisions with respect to main floor occupants**

#### **Current Provision:**

Section 693-18B(4): only the business owner/operator of the ground floor storefront may display an A-frame sign, or any other form of Portable sign, on the sidewalk adjacent to the premises.

#### **Proposed:**

Elimination of the provision that restricts A-frame signs to the ground floor.

#### **Rationale/Benefits:**

Applications will also be open to the business located above and below grade. These businesses are frequently out of pedestrians' view. The amendments will allow for an increased exposure through A-frame advertisement. Furthermore, these changes, along with amendments concerning business frontage size, will also allow more business owners to have a "shared" permit/sign with the other business occupants in a multiple occupancy premises. Currently, Chapter 693, Article III, by way of the definition of a "sign owner" allows for an application to be submitted by multiple business owners at one business location where possible (i.e. where other restrictions do not apply). Accordingly, one A-frame sign can be shared by a number of business owners under the same permit. In essence, the amendments will result in more "shared" signs where currently not permitted.

### **4. Changes to the application requirements**

#### **Current Provision:**

A number of documents are required under Chapter 693 before a permit for an A-frame sign can be issued.

#### **Proposed:**

Elimination of the following requirements:

1. The name and address of the temporary sign provider of the temporary sign to be displayed by the permit holder; and
2. A photograph or replica (design) of the front and rear face of the sign when making an application for a permit.

#### **Rationale/Benefits:**

The above requirements are of limited use to City staff and appear to result in a burden to the application process and the City's resources. Accordingly, staff are recommending reducing the documentary requirements to the minimum required to



process the application (i.e., application, permission from owner of property, sign site plan, and certificate of insurance).

It is expected that the amendments will result in efficiencies for both the City and business operators, which will result in improved customer service by way of a simplification of the application procedure, a reduction of the processing time, and a reduction in the application fee.

## **5. Changes to Chapter 441 – Fees and Charges**

### **Current Provision:**

Currently, the application and renewal fees for A-frames signs are included in the fees applicable to all Portable Signs and are fixed at \$200 per sign with no annual adjustment provision.

### **Proposed:**

1. Non-refundable permit application fee of \$95.00 (to be adjusted annually); and
2. Annual permit renewal fee of \$75 (to be adjusted annually)

### **Rationale/Benefits:**

In light of proposed amendments with respect to specific permit application requirements and processes for A-frame signs, a review of the cost of administering the new A-frame signs regulatory regime is appropriate. Accordingly, based on the proposed amendments, as well as the new estimated cost of application processing and permit issuance (see Appendix C), the proposed fee structure reflects the objectives of cost recovery and service efficiency.

An annual adjustment is applied to all business licensing fees; hence, following the cost-recovery scheme, such adjustment should also be applied to the fees charged for the A-frame sign permit application processing and permit issuance.

## **CONCERNS**

A number of concerns were identified at the stakeholder consultations in relation to the proposed amendments to the A-frame sign by-law:

1. Proliferation of A-frame signs in public spaces.  
The amended provisions under Chapter 693, Article III specify a maximum number of signs allowed per site frontage (e.g. one for a frontage that is less than 20 feet in width). Although this provision is more permissive than before, it still provides a specific limit to the number of signs allowed along the boulevard. Staff expect this change to result in a reduction of illegal signs. BIAs also expressed their willingness to ensure adherence by their members to provisions that they perceive as being inherently fairer.

2. Creation of potential obstacles for pedestrians, resulting from a potentially higher number of A-Frame signs on the sidewalks. Particularly the individuals who are limited either by physical or visual impairment have voiced considerably strong concerns on this subject.

Staff recognizes that sidewalks need to meet the needs of all pedestrian traffic. The proposed amendments therefore take this crucial issue into consideration by way of requiring an unobstructed and passable pedestrian clearway (new term) and by limiting the number of signs permitted per storefront in relation to its frontage size. It should be noted that the City's Insurance and Risk Management reports no liability claims filed to date with the City relative to A-frame signs.

3. The visual and physical cluttering of public space by increasing the number of A-frame signs permitted. Although signs may be useful in identifying respective business locations, some stakeholders did point out that they are not a street furniture element that otherwise enhances city streets or adds to their vibrancy. They also express concerns that the proposed amendments may present a contradiction to the Vibrant Streets guidelines that seek to better organize elements on city streets. They indicated that with growing pedestrian traffic on the city's often narrow sidewalks, and with pressures for sidewalk space from transit shelters and other street furniture, including more parking rings, there will be reduced pedestrian amenity.

Staff note that there are currently thousands of illegal signs in the city; most have been placed without a permit. The new provisions will regularise many of these signs and, at the same time, allow enforcement staff to deal with those that do not meet the established criteria. As a result staff do not believe that there will be a significant difference in the actual number of A-frame signs along the city's boulevards. Staff provide in Appendix D of this report some examples of the current A-frame sign situation in Chinatown along with a brief explanation of the impact of the proposed amendments.

4. The proposed amendments maintain a uniform set of regulations on A-frame signs across the City.

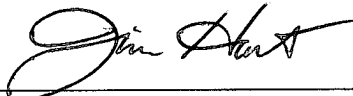
Amending Chapter 693, Article III to accommodate the geographical and spacing diversity of city neighbourhoods will result in administrative, legal, and training obstacles and will adversely impact public service efforts to improve customer service. A complex set of A-frame regulations dividing the city into smaller areas, districts, or zones would result in a decreased efficiency in issuance of permits and enforcement efforts. It is recommended, therefore, that Chapter 693, Article III remain unchanged with respect to its uniformity across the city.

Despite this, BIAs will continue to have the option to request a prohibition on A-frame signs. Currently, such prohibitions exist for the right-of-way areas along Bloor Street between Avenue Road and Sherbourne Avenue, and along Yonge Street south of Davenport Road.

## **CONTACT**

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## **SIGNATURE**



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Jim Hart  
Executive Director  
Municipal Licensing and Standards

## **ATTACHMENTS**

Appendix A – Proposed Amendments to Toronto Municipal Code, Chapter 693, Signs,  
Appendix B – Proposed Amendments to Toronto Municipal Code, Chapter 441, Fees and Charges  
Appendix C – Cost Estimate of A-frame Sign Annual Permit Administration  
Appendix D – Potential Impacts of A-frame Sign By-law Amendments

APPENDIX A

PROPOSED AMENDMENTS TO CHAPTER 693, SIGNS

Note: Changes to specific provisions noted in **bold font**

Section	Current	Proposed
693-16 Definitions	A-FRAME SIGN — A self-supporting structure shaped like an “A” with one or two sign faces, with a base dimension not more than 60 centimetres in width and 75 centimetres in length, and a height not less than 50 centimetres or not greater than one metre.	<b>A-FRAME SIGN — A rigid self-supporting free-standing moveable sign structure shaped like an “A”, which is not fastened by any means to the ground or any structure.</b>
693-16 Definitions	None	<b>FRONTAGE – The linear length of a property which abuts a street line.</b>
693-16 Definitions	None	<b>STREET – A highway as defined in subsection 3(1) of the <i>City of Toronto Act, 2006</i></b>
693-16 Definitions	None	<b>STREET LINE – The line dividing a street and a property.</b>
693-16 Definitions	None	<b>PEDESTRIAN CLEARWAY – An unobstructed, clear, straight and continuous path of sidewalk which provides unobstructed passage, or pedestrian flow, for the entire length of the sidewalk and which is adjacent to the street line of the premises, as well as providing unobstructed access to any City-approved installation located on the sidewalk.</b>
693-16 Definitions	PORTABLE SIGN — A rigid free-standing moveable sign not fastened by any means to the ground or any structure, and includes an A-frame sign.	PORTABLE SIGN — A rigid free-standing moveable sign not fastened by any means to the ground or any structure, <b>but excludes</b> an A-frame sign.

Section	Current	Proposed
<p>693-16 Definitions</p>	<p>TEMPORARY SIGN — A sign that is not permanently installed or affixed to any structure or building, and:</p> <p>A. Includes:</p> <ul style="list-style-type: none"> <li>(1) A mobile sign;</li> <li>(2) A portable sign;</li> <li>(3) A real estate sign;</li> <li>(4) An open house directional sign;</li> <li>(5) A new development sign;</li> <li>(6) A garage sale sign;</li> <li>(7) A ground-mounted sign; and</li> <li>(8) A construction hoarding sign.</li> </ul>	<p>TEMPORARY SIGN — A sign that is not permanently installed or affixed to any structure or building, and:</p> <p>A. Includes:</p> <ul style="list-style-type: none"> <li>(1) A mobile sign;</li> <li>(2) A portable sign;</li> <li><b>(3) An A-frame sign;</b></li> <li>(4) A real estate sign;</li> <li>(5) An open house directional sign;</li> <li>(6) A new development sign;</li> <li>(7) A garage sale sign;</li> <li>(8) A ground-mounted sign; and</li> <li>(9) A construction hoarding sign.</li> </ul>
<p>693-17 B(1)(d)</p>	<p>(d) Portable signs promoting citizen participation in civic, charitable or non-profit activities and events if:</p> <p>[1] The signs are located at the site where the activity or event is taking place and where there is no existing signage; and</p> <p>[2] The signs are erected no more than one week prior to the event taking place and removed within 48 hours of the conclusion of the activity or event</p>	<p>(d) Portable signs <b>or A-frame signs</b> promoting citizen participation in civic, charitable or non-profit activities and events if:</p> <p>[1] The signs are located at the site where the activity or event is taking place and where there is no existing signage; and</p> <p>[2] The signs are erected no more than one week prior to the event taking place and removed within 48 hours of the conclusion of the activity or event</p>
<p>693-17 B(2)</p> <p>Temporary signs; general requirements</p>	<p>B. Temporary sign permit</p> <p>(2) An applicant for a temporary sign permit, with the exception of an applicant for a permit for a construction hoarding permit, shall furnish to the City the following information required by the City to process the permit, including:</p>	<p>B. Temporary sign permit</p> <p>(2) An applicant for a temporary sign permit, with the exception of an applicant for a permit for a construction hoarding permit <b>and for an A-frame sign</b>, shall furnish to the City the following information required by the City to process the permit, including: [...]</p>

Section	Current	Proposed
693-17 B(5)	Despite Subsection B(4), if an application for a mobile or portable sign permit is received for a location within a registered Business Improvement Area (BIA) District and if the application is refused as a result of an objection made by a BIA Board of Management, based on its approved criteria, the refusal may be appealed.	Despite §§ <b>693-17 B(4) or 693-18.1A(3)</b> , if an application for a mobile, portable, or <b>A-frame</b> sign permit is received for a location within a registered Business Improvement Area (BIA) District and if the application is refused as a result of an objection <b>based on the criteria for a mobile, portable, or A-frame sign approved by the BIA Board of Management prior to the application being filed with the City</b> , made by the BIA Board of Management, the refusal may be appealed.
693-17 D (8) Temporary signs; general requirements	(8) The placement of temporary signs shall allow for 2.1 metres (seven feet) of unobstructed sidewalk space, and be located so as to avoid the disruption of traffic including access to a planter or bike rack.	(8) The placement of temporary signs shall allow for unobstructed pedestrian clearway of a minimum width of 2.1 metres.
693-18 A(4)	(4) No permit for a portable sign shall be issued in relation to a premises with a frontage of less than 20 feet.	<b>DELETE IN FULL</b>
693-18 A(4)	None	A. Portable sign permit  <b>(4) No permit for a portable sign shall be issued in relation to a premises for which a valid A-frame sign permit has been issued.</b>
693-18B(1)	(1) When portable signs are displayed or erected on public property as permitted by this article, the placement of the signs shall allow for 2.1 metres (seven feet) of unobstructed sidewalk space or, where City-approved installations are located on the sidewalk, shall be located so as not to obstruct the remaining portion of the sidewalk.	(1) When portable signs are displayed or erected on public property as permitted by this article, the placement of the signs shall allow for an unobstructed pedestrian clearway, of a minimum width of 2.1 metres.

Section	Current	Proposed
693-18B(4)	(4) Only the business owner or business operator of the ground floor storefront may display a portable sign on the sidewalk adjacent to the premises.	<b>DELETE IN FULL</b>
693-18B(5)	(5) No business that has licensed a portion of the public right-of-way for a boulevard café or for marketing purposes may locate an A-frame sign outside the limits of the area so licensed.	<b>MOVE TO NEW A-FRAME SECTION 693-18.1</b>
693-18B(6), (7)	<p>(6) No A-frame sign shall be located in an area that has tall grass or weeds, litter, trash or is generally unkept, and it shall be the responsibility of the business owner or business operator of the business being advertised in the sign to keep the property free of such conditions.</p> <p>(7) A sign that does not comply with Subsection B(6) shall be removed immediately.</p>	<p>(4) No Portable sign shall be located in an area that has tall grass or weeds, litter, trash or is generally unkempt, and it shall be the responsibility of the business owner or business operator of the business being advertised in the sign to keep the property free of such conditions.</p> <p>(5) A sign that does not comply with Subsection B(4) shall be removed immediately.</p>
693-18B(8)	(8) All lettering on an A-frame sign shall be done in a professional, workmanlike manner and it shall be the responsibility of the sign owner of the sign to provide a photograph or replica (design) of the front and rear face of the sign when making an application for a permit.	<b>DELETE IN FULL</b>
693-18B(9)	(9) No A-frame signs shall be displayed or erected along the right-of-way areas along Bloor Street between Avenue Road and Sherbourne Avenue, or along Yonge Street south of Davenport Road.	<b>MOVE TO NEW A-FRAME SECTION 693-18.1</b>

Section	Current	Proposed
<p><b>Section 693-18.1</b></p> <p><b>A-frame signs</b></p>	<p>A-frame signs provisions form part of the temporary signs and portable signs sections.</p>	<p>§ 693-18.1 A-frame signs:</p> <p>A. A-frame sign permit.</p> <p>(1) Every person shall, prior to displaying or erecting an A-frame sign, obtain the following:</p> <p>(a) A permit, if the person operates a business that does not require a licence; or</p> <p>(b) An attachment to the applicable business licence if the person operates a business that requires a licence under Chapter 545, Licensing.</p> <p>(2) An applicant for an A-frame sign permit, or renewal thereof, shall furnish to the City the following information required by the City to process the permit, including:</p> <p>(a) The completed application;</p> <p>(b) The contact name, number and address of the sign owner of the A-frame sign;</p> <p>(c) The name and address of all of the property owners, business owners and business operators who are applying for the permit to display the A-frame sign;</p> <p>(d) Where the applicants for an A-frame sign permit under this article do not include the property owner of the business location to which the A-frame sign relates, written confirmation from the property owner that there are no objections to the proposed signage;</p> <p>(e) The municipal address of the premises where the sign is to be located;</p> <p>(f) A site plan showing the dimensions of the A-frame sign, the location of the A-</p>



Section	Current	Proposed
		<p>frame sign on the premises, and the distance from the A-frame sign to the nearest street line, sidewalk, intersection, crosswalk, pedestrian crossover, corner, traffic light, driveway and street furnishings;</p> <p>(g) The certificate of insurance referred to in A(6); and</p> <p>(h) The application fee or renewal fee as applicable, for the A-frame sign permit as set out in Chapter 441, Fees and Charges.</p> <p>(3) The refusal of an application for an A-frame sign permit based on failure to comply with any provision of this article is not appealable or reviewable.</p> <p>(4) Where the City has refused an application for an A-frame sign permit based on failure to comply with any provision of this article, there shall be no refund of any permit fee paid.</p> <p>(5) When the City authorizes an A-frame sign under this article, the sign owner of the sign shall display on the sign a sign permit identifier issued by the City as evidence that the sign has been authorized.</p> <p>(6) The applicant for an A-frame sign permit shall provide, and purchase at its own cost and expense, Commercial General Liability insurance, written with an insurer licensed in the Province of Ontario with a limit of not less than \$2,000,000, per occurrence, such insurance policies to include a Cross Liability Clause; a Severability of Interest Clause; a clause naming the City of Toronto as an additional Insured; and a clause which states that the policy will not be cancelled without the City of Toronto receiving 30</p>

Section	Current	Proposed
		<p>days prior written notice.</p> <p>(7) No permit for an A-frame sign shall be issued in relation to a premises for which a valid portable sign permit has been issued.</p> <p>(8) No more than one A-frame sign permit shall be issued to an applicant with respect to any one business location.</p> <p>(9) No A-frame sign permit shall permit the erection or display of more than one A-frame sign.</p> <p style="padding-left: 40px;">B. Revocation of A-frame permit.</p> <p>(1) The City may revoke an A-frame permit issued under this article, with no refund, where:</p> <p style="padding-left: 80px;">(a) The sign does not comply with this article or any other applicable by-law or legislation;</p> <p style="padding-left: 80px;">(b) The permit has been issued in error by the City; or</p> <p style="padding-left: 80px;">(c) The permit has been issued under false, mistaken, incorrect, or misleading information.</p> <p>(2) Appeals relating to A-frame sign permit revocations may be considered by the local community council that shall make the final decision, under delegated authority, or shall make recommendations to Council for final decision.</p> <p>(3) A final decision made under § 693-18.1B(2) is not appealable or reviewable.</p> <p style="padding-left: 40px;">C. Specific Requirements, Location</p> <p>(1) All A-frame signs shall comply with the</p>

Section	Current	Proposed
		<p>following requirements:</p> <ul style="list-style-type: none"> <li>(a) Each A-frame sign shall only display first party content and no other message;</li> <li>(b) Each A-frame sign shall not contain more than two sign faces;</li> <li>(c) Each A-frame sign shall not exceed a maximum height of 1.0 metre, nor be less than a minimum height of 0.5 metre;</li> <li>(d) Each A-frame sign shall not exceed a maximum width of 0.6 metre;</li> <li>(e) Each A-frame sign shall not exceed a maximum length of 0.75 metre in length;</li> <li>(f) An A-frame sign shall not be erected or displayed in such a manner as to impede a pedestrian's or driver's view of any vehicular access point;</li> <li>(g) An A-frame sign shall not be erected or displayed in such a manner as to impede a pedestrian's or driver's view of any parking or traffic control sign, signal or device;</li> <li>(h) An A-frame sign shall not be erected or displayed in such a manner as to impede a pedestrian's or driver's view of any intersection;</li> <li>(i) An A-frame sign shall not be animated, contain any video display elements, be illuminated, have flashing lights, emit sound or have electronic device to create or simulate motion, nor have any attachments adding to its height or width.</li> </ul> <p>(2) An A-frame sign may only be displayed during the hours that the business to which the sign relates is open and operating.</p>

Section	Current	Proposed
		<p>(3) A-frame signs shall be located against the front wall of the premises, containing the business location of the business which it is advertising.</p> <p>(4) Subject to Subsection C(3), A-frame signs shall only be displayed on the road allowance abutting the business location to which the sign relates, if there is insufficient area on private property in front of the main front wall of a building or side wall if the building is situated on a corner lot.</p> <p>(5) No business that has a licensed portion of the public right-of-way for a boulevard café or for marketing purposes, which is located in part or in whole, on the frontage in front of the main front wall of the building, may locate an A-frame sign outside the limits of the area so licensed.</p> <p>(6) No A-frame sign shall be located in an area that has tall grass or weeds, litter, trash or is generally unkempt, and it shall be the responsibility of the business owner or business operator of the business being advertised on the sign to keep the property free of such conditions.</p> <p>(7) A sign that does not comply with subsection C(6) shall be removed immediately.</p> <p>(8) When A-frame signs are displayed or erected on public property as permitted by this article, the placement of the signs shall allow for an unobstructed pedestrian clearway, of a minimum width of 2.1 metres at all points.</p> <p>(9) No A-frame signs shall be displayed or erected along the right-of-way areas along Bloor Street East and Bloor Street West between Avenue Road and Sherbourne Street, or along Yonge Street south of Davenport</p>

Section	Current	Proposed
		<p>Road.</p> <p>(10) No A-frame signs shall be displayed or erected unless the policy of insurance referred to in 693-18.1A(6) is maintained in full force and effect.</p> <p>D. Number of A-frame signs.</p> <p>(1) Where the frontage associated with the main front wall of the premises is 6.1 metres or less, a maximum of one A-frame sign per premises shall be permitted to be erected or displayed.</p> <p>(2) Notwithstanding Subsection D(1), where the frontage associated with the main front wall of the premises exceeds 6.1 metres, a maximum of two A-frame signs per premises shall be permitted to be erected or displayed.</p> <p>(3) Notwithstanding Subsections D(1) &amp; D(2), if a building is situated on a corner lot and contains more than one frontage, one A-frame in addition to the maximum number set out in Subsections D(1) &amp; D(2), may be permitted to be erected or displayed, on the condition that the additional A-frame sign is displayed adjacent to side wall of the building.</p>

APPENDIX B

PROPOSED AMENDMENTS TO CHAPTER 441, FEES AND CHARGES

Section	Current	Proposed
<p>Appendix C - Schedule 12,</p> <p>Municipal Licensing and Standards</p>	<p>A-Frame Sign fees are included in the Appendix entries for Portable signs.</p>	<p>Add the following fees to Appendix C, Schedule with respect to A-frame Signs:</p> <ul style="list-style-type: none"> <li><b>(1) Application and approval fee for an A-frame sign: \$55.00 per application with annual adjustment</b></li> <li><b>(2) Annual renewal fee for an A-frame sign: \$35.00 per annum with annual adjustment</b></li> <li><b>(3) Removal fee of illegal A-frame sign: \$100.00 per removal with no annual adjustment</b></li> <li><b>(4) Retrieval of illegal A-frame sign: \$200.00 per retrieval with no annual adjustment</b></li> <li><b>(5) Storage fee for illegal A-frame sign: \$15 per day with no annual adjustment</b></li> </ul>

## APPENDIX C

### COST ESTIMATE OF A-FRAME SIGN ANNUAL PERMIT ADMINISTRATION

The estimate is based on consultations and process analysis with Municipal Licensing and Standards, Licensing Services staff (Right-of –Way Permitting), and with Policy, Planning, Finance and Administration (PPFA) staff assigned to Licensing Services.

In 2010, the majority (98%) of payments were submitted by credit card, debit card, and cheque, resulting in the City incurring additional transaction fees.

The cost of online application intake was similar to the cost of in-person service, based on the time required to retrieve information and documents from an on-line system, verification of the information on the licensing database, printing of the attached documents, and sending correspondence to applicants regarding incomplete applications (most clients using on-line applications did not upload documentation required for permit issuance).

#### Cost estimate

	APPLICATION	RENEWAL
<b>MLS STAFF – LICENSING SERVICES</b>	\$50.00 <sup>1</sup>	\$30.00 <sup>2</sup>
<b>MLS STAFF – ENFORCEMENT SERVICES</b>	\$40.00 <sup>3</sup>	\$40.00 <sup>3</sup>
<b>CASHIERING/FINANCE SERVICES</b>	\$5 <sup>4</sup>	\$5 <sup>4</sup>
<b>TOTAL</b>	<b>\$95.00</b>	<b>\$75.00</b>

<sup>1</sup> Includes: application intake, review of required documentation, verification of information, system updates, printing cost, permit and sticker cost and issuance , contact with the applicant (in person, or via telephone or correspondence)

<sup>2</sup> Includes: Licence Renewal Notice processing/mail-out, review of received documentation, system updates, printing cost, permit and sticker cost and issuance , contact with the applicant

<sup>3</sup> Includes: Estimated additional cost of conducting enforcement (i.e., prosecutions).

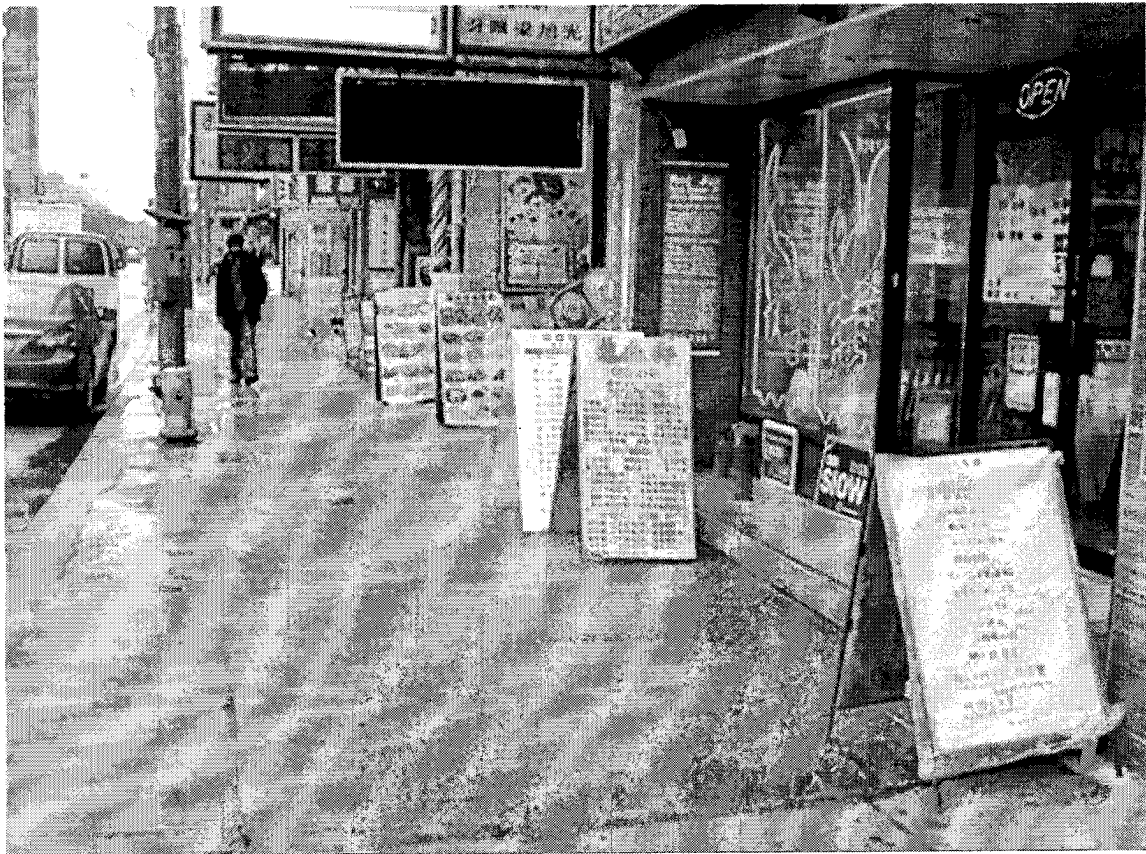
<sup>4</sup> Includes: Estimated cost **on a per transaction basis** of receiving and processing payments, processing and submitting daily deposits, reconciliation of accounts, credit card/debit transaction fees, troubleshooting, processing refunds.

## APPENDIX D

### POTENTIAL IMPACTS OF A-FRAME SIGN BY-LAW AMENDMENTS

The following photographs were taken on May 3, 2011 along Dundas Street West, between Huron Street and Spadina Avenue.

Image 1A



Signs are placed correctly, abutting the businesses for which they advertise.

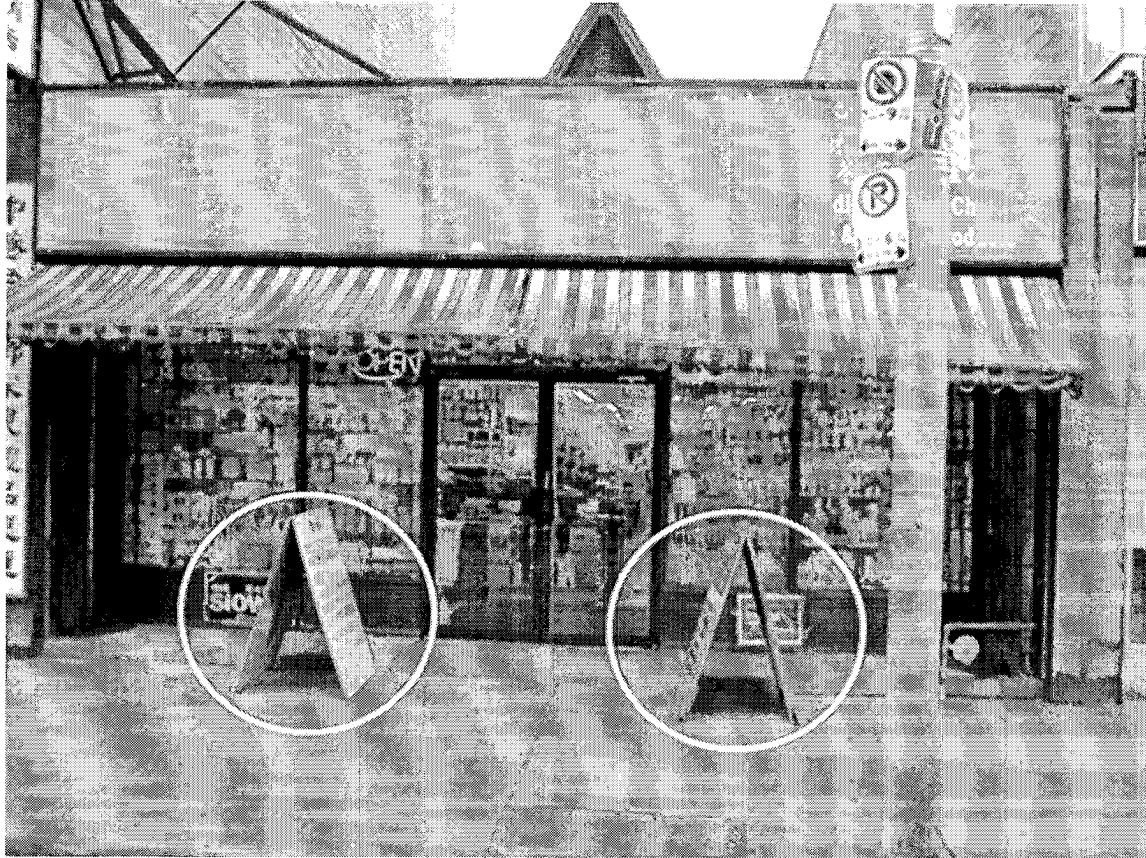


Image 1B



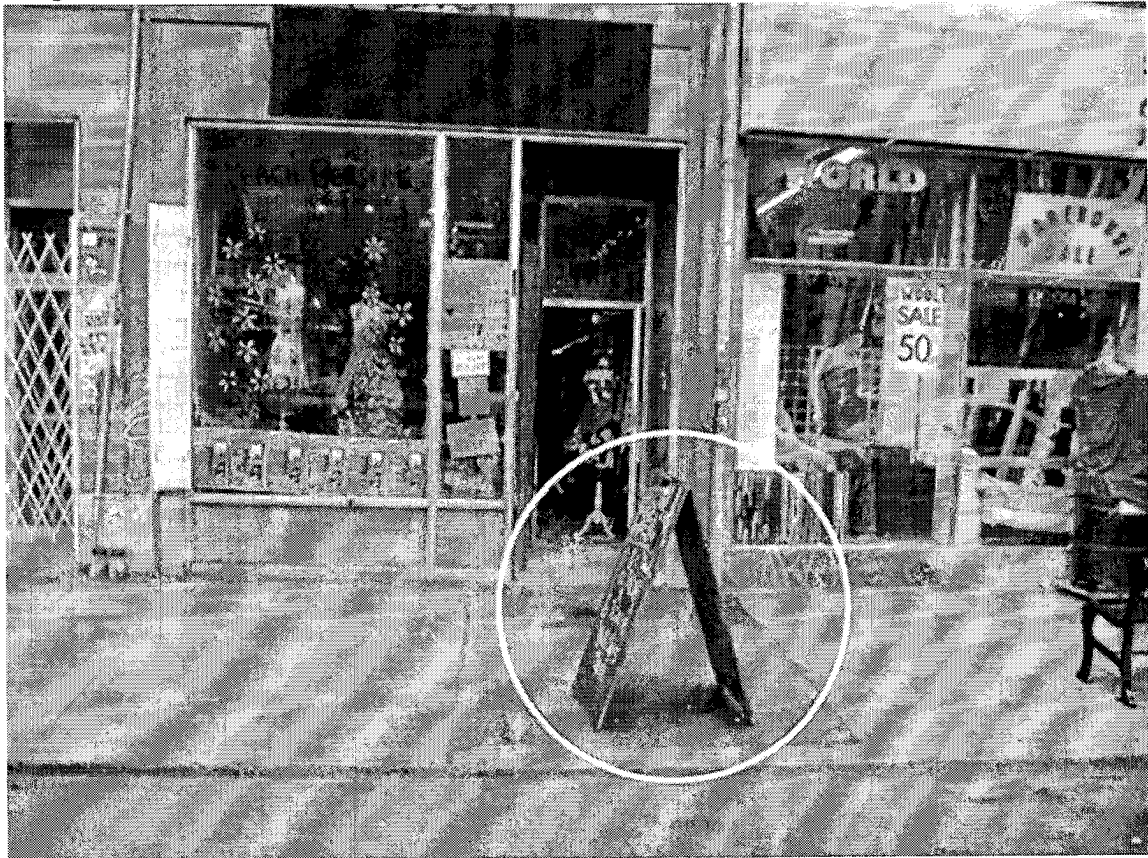
The premises on the right has three A-frame signs. Under the proposed by-law provisions, and assuming the frontage is at least 6.1 metres, there could be up to two signs placed along this premises. However, the signs would not be allowed to belong to the same business.

Image 2A



In this instance, although the frontage is in excess of 6.1 metres, there is only one business on the premises. Therefore, under the proposed by-law provisions only one A-frame sign would be permitted. In addition, the by-law would continue to require that the sign not be placed on the road allowance if there is sufficient area on private property in front of the main front wall.

Image 3A



Under the current by-law, this premises would not be allowed to have a sign due to the frontage requirements. Even otherwise, the placement of the sign along the curb side of the road allowance would not be permitted. Under the proposed by-law provisions, the sign would be allowed but it would have to be placed next to the front wall of the business.

Image 4A



In this case, each of the premises has a frontage of less than 6.1 metres. There is one sign per premises and they are all placed abutting the business. This situation, currently not in compliance under the current by-law, would be allowed to continue under the proposed by-law provisions.