

GRAFFITI MANAGEMENT PLAN – 4 KEY ACTION AREAS (2011)

The Graffiti Management Plan provides an integrated, proactive approach and recommends several new actions that balance the eradication of tagging and other illegal graffiti with support for "legal" permitted graffiti art that adds to the vibrancy. The Graffiti Management Plan involves City divisions, agencies, boards and commissions, as well as other private and public partners. The Plan's elements are complementary. The establishment of the coordinating graffiti function will ensure a consistent, accessible and consolidated approach to graffiti management in the City of Toronto.

1. **Rigorous Enforcement Against Tagging and Other Illegal Graffiti**
 - Continuous Municipal Licensing and Standards enforcement against illegal graffiti.
 - A revised Graffiti bylaw that differentiates between legal graffiti art and tagging and other illegal graffiti, with one of the main criteria being the permission of the property owner.
 - Rigorous standards on the removal of graffiti from all City property. Stringent expectations for graffiti removal for divisions, agencies, boards, commissions and corporations to be benchmarked and managed.
 - A new partnership with the Toronto Police Service focused on enforcement, intelligence gathering/management, community partnerships, education and restorative justice-diversion.

2. **Better reporting Mechanisms and Support for Victims of Tagging and Other Illegal Graffiti**
 - Enhanced ability for the public to report tags and other illegal graffiti through 311 Toronto.
 - Broadly accessible advice and support to the public on the prevention and removal of illegal graffiti from their property.
 - A program to encourage Business Improvement Areas (BIAs) and other businesses to fund and commit to long-term private graffiti removal contracts.
 - A new ward-based graffiti strategy developed with the Toronto Police Service and the Crime Prevention Association of Toronto (CPAT) to provide assistance to residential property owners to remove illegal graffiti from their property.

3. Support and Recognition for Legal (Permitted) Graffiti Art and Other Street Art

- Legalization of graffiti art on buildings and structures with the owner's permission and which in terms of public or private property meet community character and standards, as applicable.
- A new process which will delegate the review of art mural exemptions from Community Council to a panel of City staff.
- An accessible city-wide database of legal (permitted) graffiti art and other street art.
- An enhanced Graffiti Transformation program, a public-private partnership to leverage the existing program with private funds to provide increased opportunities for the public, youth and graffiti artists to develop their artistic abilities and to manage and showcase Toronto's graffiti art and other street art.
- A simple and clear system to manage the creation of permitted graffiti art on public structures and to celebrate its prominence.

4. Creation of a Coordinating Graffiti Function

- To act as the central coordinating body for all graffiti-related matters across the city.
- To be responsible for communications, benchmarking and reporting on the status and success of all parts of the program.
- To ensure a consistent, accessible and consolidated approach across City divisions and with ABCCs, business and the general public.