



PG 29.4.25

December 3, 2013

SENT VIA EMAIL ATTACHMENT

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Secretariat Nancy Martins
Planning and Growth Management Committee
CITY OF TORONTO – City Clerks Office
City Hall, 10th Floor West
Toronto, Ontario, M5H 2N2

Reference: PG 29.4

Dear Nancy Martins:

Our association represents over 600 sign industry members across Canada and we are based in the GTA. Thank you for the opportunity for consultation with City staff regarding the earlier review process for this by-law. It is true that Staff have heard our input and some changes have occurred. We appreciate that fact.

We have carefully reviewed the most recent changes to the City of Toronto draft Sign By-Law since our last consultation and find some new significant additions that would be detrimental not only to our members and their industry but to business, especially small business.

The areas of change are numerous and time since their release last Thursday will not allow for a full accounting of them and their consequences for both industry and the City.

It is for this reason that we respectfully request a deferral of this recent draft by-law to allow for a complete and constructive consultation with our Association and City Staff to address the issues.

To site some of the most important of the changes in question, we offer the following examples:

- Restrictions on where the EMC (Electronic Message Center) is located on a regulated sign where it will make it more difficult to view and read these signs.
- A maximum size cap where percentage allocations regulate the sign adequately
- The restriction of EMC's to developments of ten or more units. This is unfair to the single small business who has the frontage to support a free-standing sign.

In closing, we are also concerned about confusion between the definition of an electronic reader board sign currently allowed under the sign by-law and the definition of an Electronic Message Center sign under the new by-law.

Yours sincerely,


Leo Hrisnak
Director of Legislation & Government Affairs

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