

City Council**Notice of Motion**

MM19.11	ACTION			Ward:All
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Additional Funding for the Arts: Third Party Sign Tax Revenue - by Councillor Mary Fragedakis, seconded by Councillor Kristyn Wong-Tam

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Planning and Growth Management Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Mary Fragedakis, seconded by Councillor Kristyn Wong-Tam, recommends that:

1. City Council request the Chief Building Official and Executive Director, Toronto Building to review the various Sign Classes and Tax Rates in the Third Party Sign Tax By-law and report to the Planning and Growth Management Committee in the Fall of 2016, on possible amendments to Chapter 771 of the Municipal Code, to increase the annual revenues generated by the Third Party Sign Tax.

Summary

The Third Party Sign Tax was developed in 2009 in conjunction with the development of the Sign By-law, and implemented in 2010. One of the objectives of the Third Party Sign Tax was to further implement the goals and objectives of the Sign By-law. Signs permitted by the Sign By-law pay a lower tax rate, signs not permitted by the Sign By-law and/or with greater impacts on the public realm pay a higher tax rate. Since 2010, the inventory and mix of third party signs in the City has been changing. Some signs types have been increasing, other sign types have been decreasing. With changes to the inventory of third party signs in the City as well as changes to the Sign By-law since 2010, is the third party sign tax able to generate additional revenues, while still being a fair tax?

Background Information (City Council)

Member Motion MM19.11