



STAFF REPORT ACTION REQUIRED

Music and Arts in Parks Permits – Sign Related Amendment to Municipal Code Chapter 608

Date:	December 31, 2015
To:	Parks and Environment Committee
From:	General Manager, Parks, Forestry and Recreation
Wards:	All
Reference Number:	P:\2016\Cluster A\PFR\PE09-011516-AFS#22420

SUMMARY

In implementing the "Arts in the Parks" and "Music in the Parks" initiatives, it has been identified that the Municipal Code does not provide Parks, Forestry and Recreation (PF&R) explicit authority to allow any temporary signage in any park. This limits the potential of success for "Arts in the Park" and "Music in the Parks" initiatives, but also restricts the current/historic practice of allowing signage for certain events under the conditions of a permit.

This report recommends an amendment to the Municipal Code, Chapter 608, Parks, to provide explicit authority to the General Manager, Parks, Forestry and Recreation to allow temporary signage in accordance with a set of guidelines. These guidelines detail the current and historic practice, while creating a new specific approach for the "Arts in the Parks" and "Music in the Parks" category. The current practice aligns with the authorities provided for special events within the Transportation and Economic Development Divisions while the proposed guidelines for "Arts in the Parks" and "Music in the Parks" align with the Open Space signage regulations in the Municipal Code.

PF&R is in the process of developing a public consultation strategy to inform the division and Council with respect to Commercial Special Events and will incorporate further consultation on temporary signage in the City's parks, as requested by Council and the Parks and Environment Committee. PF&R will report back by the end of 2016 with the results of the consultation and any recommended changes to these programs and guidelines, as appropriate.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that:

1. City Council approve the temporary sign related amendment to Municipal Code Chapter 608, Parks contained in Attachment "A" to this report, subject to any necessary minor substantive or stylistic refinements as may be identified by the General Manager, Parks, Forestry and Recreation and the City Solicitor.
2. City Council approve the guidelines for temporary signage in parks as outlined in Attachment "B" to this report.
3. City Council direct the General Manager, Parks, Forestry and Recreation to incorporate public consultation on signage in parks into the ongoing consultation on commercial special events and report back to the Parks and Environment Committee by the end of 2016.

FINANCIAL IMPACT

There is no financial impact resulting from the adoption of this report.

DECISION HISTORY

At its meeting of November 3rd and 4th, 2015, City Council through item PE7.1, "Parks Permits Initiatives – Including Review of Permitting Procedures for Park Events", approved two new permit categories to allow for "Arts in the Parks" and "Music in Parks" events.

Council also, through item PE7.1, "Parks Permits Initiatives – Including Review of Permitting Procedures for Park Events", requested the General Manager, Parks, Forestry and Recreation to report to the November 23, 2015 Parks and Environment Committee meeting with a recommendation to approve the temporary sign related amendment to Municipal Code Chapter 608, Parks and directed the City Clerk to give public notice of the proposed amendment.

Decision, Item PE7.1:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.PE7.1>

Additionally, at its meeting of November 23, 2015, the Parks and Environment Committee through item PE8.6, "Sign Related Amendment to Municipal Code Chapter 608, Parks", directed the General Manager to report back to the Parks and Environment Committee on the outcome of public consultation.

Decision, Item PE8.6:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.PE8.6>

ISSUE BACKGROUND

At its meeting held on November 3 and 4, 2015, City Council adopted recommendations to implement two new permit categories, "Arts in Parks" and "Music in Parks". These two new permit categories will work to meet the demand from the public for music and art performances in parks. Previously there were no existing permit categories to meet the needs of performers who would like to offer free public displays in parks. As a result, PF&R sought authority to develop two separate permit categories that will allow both musicians and artists the ability to permit space at no fee in select park locations.

In order for these new permit categories to be successful, artists and musicians will need to erect temporary signage within the parks advertising their performances. These types of signs will help work as way-finding, and advertising for the artists along with their sponsors.

In the development of specific signage guidelines for these new permit categories, it was identified that PF&R does not currently have explicit authority to authorize any temporary signage, notwithstanding current and historic practice to allow the same.

COMMENTS

Currently, the City of Toronto Municipal Code, Chapter 693, Signs does not allow for any temporary signage in parks. Current practice however is to allow temporary signage within the restrictions and expectations of a park permit, including a limitation that corporate sponsorship and logos on such signage should not exceed 20% of the total sign face. This practice aligns with the authorities and practice for special events within the Transportation Services and Economic Development and Culture divisions, the latter of which PF&R was previously a part. These recommendations bring PF&R in line with other City divisions where signage for special events is concerned.

During the development of these two new permit categories, staff consulted with project stakeholders including the Music Sector Development Officer and Toronto Arts Council regarding the signage restrictions. Stakeholders identified that the 20% restriction could undermine the success of the project as the arts and music sectors rely heavily on the support of sponsors to offer this type of free programming. Stakeholders recommended a 50% restriction specifically for these permits to ensure they are able to fully leverage sponsorship to advance the "Arts in the Parks" and "Music in the Parks" initiatives.

Staff recommend amending Toronto Municipal Code, Chapter 608, Parks, to exempt parks from Article III, Temporary Signs, Chapter 693, for the purpose of allowing the General Manager to authorize temporary signage and advertising devices in accordance with the guidelines outlined in Attachment B. These guidelines reflect current and historic practice with regards to park permits, and recommend enhanced, but limited, guidelines for "Arts in Parks" and "Music in Parks" permits. The City Clerk has been requested to give public notice of this proposed change as required under Municipal Code Chapter 162, Notice, Public.

As with current practice, all temporary signage requested will be required to be compliant with these guidelines and restrictions on signage will form part of the permit.

In order to ensure compliance with these guidelines, PF&R will require that:

1. All signs must be temporary and non-illuminated;
2. Signs can only be displayed during the duration of the permitted event and must be removed immediately upon conclusion of the event;
3. Signs may not be fixed and or fastened to any part of any tree or other vegetation in a city park. The staking of any signs into the ground is prohibited in all city parks;
4. Parks staff have the authority to remove, or can request the permit holder to remove, the signs at their sole discretion.

In the case of "Arts in the Parks" and "Music in the Parks" permits exclusively, that:

5. All temporary signs must maintain a size ratio of 50% (event/name signage) to 50% (sponsorship signage);
6. Signs comply with Section 21(H) of the Municipal Code Chapter 694, District-specific first party sign regulations (Open Space). (Attachment C).

In the case of all other parks permits, that:

7. All temporary signs must maintain a size ratio of 80% (event/name signage) to 20% (sponsorship signage);

Municipal Licensing and Standards staff was consulted and concurs with these requirements.

CONCLUSION

By adopting the recommendations in this report, Parks, Forestry and Recreation will provide both staff and event organizers clear direction with respect to the use of signs during events in parks. The current and historic practice surrounding signage for permitted parks events will be established with explicit authorities in the Municipal Code and the use of temporary signs will be authorized, contributing to the promotion of the Arts in Parks and Music in Parks events in parks and increase the public's awareness and ultimate success of these events.

CONTACT

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SIGNATURE

Janie Romoff,
General Manager, Parks, Forestry and Recreation

ATTACHMENTS

Attachment A – Amendment to Chapter 608, S. 48, Parks
Attachment B – Guidelines for Permitting Temporary Signage in Parks
Attachment C – Chapter 694, S. 21 (H), Open Space

ATTACHMENT 'A'

Amendments to Chapter 608, Parks, of the Toronto Municipal Code

The following amendment to Chapter 608, Parks, of the Municipal Code is recommended:

Section 48 be amended by adding the following as a new subsection E:

- E. Notwithstanding Article III, Temporary Signs, Chapter 693, Signs, the General Manager may permit the erection and display of temporary signs in parks, in accordance with conditions to be imposed by the General Manager.

ATTACHMENT 'B'

Toronto Parks, Forestry and Recreation Guidelines for Permitting Temporary Signage in Parks

Toronto Municipal Code Chapter 608 authorizes the General Manager, Parks, Forestry and Recreation to allow temporary signage in parks. The General Manager, or her delegate, will authorize temporary signage as a condition of a park permit, provided that:

1. All signs are temporary and non-illuminated;
2. Signs are only be displayed during the duration of the permitted event and must be removed immediately upon conclusion of the event;
3. Signs are not fixed and or fastened to any part of any tree or other vegetation in a city park. The staking of any signs into the ground is prohibited in all city parks;
4. Parks staff have the authority to remove, or can request the permit holder to remove, the signs at their sole discretion;
5. All temporary signs maintain a size ratio of 80% (event/name signage) to 20% (sponsorship signage).

Category-specific guidelines - Arts in the Parks and Music in the Parks permits

Notwithstanding item 5 above, The General Manager, or their delegate, will authorize temporary signage as a condition of a park permit under the category of "Arts in the Parks" or "Music in the Parks", provided that:

6. All temporary signs maintain a size ratio of 50% (event/name signage) to 50% (sponsorship signage);
7. Signs comply with Section 21(H) of the Municipal Code Chapter 694, District-specific first party sign regulations (Open Space).

ATTACHMENT 'C'

Toronto Municipal Code, Chapter 694, Section 21 District-specific first party sign regulations (Open Space)

H. An OS-Open Space sign district may contain the following:

(1) A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:

- (a) The sign face area shall not exceed 0.5 square metre;
- (b) The height shall not exceed 1.5 metres;
- (c) The sign shall have no more than two sign faces; and
- (d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.

(2) A ground sign, other than a sign providing direction permitted by Subsection H(1), provided:

- (a) There shall be no more than one such sign erected at each frontage;
- (b) The sign face area shall not exceed the greater of 3.0 square metres or 1.0 square metre for each 100 metres of frontage;
- (c) The height shall not exceed 1.5 metres for each 3.0 square metres of sign face area;
- (d) The sign shall have no more than two sign faces;
- (e) The sign shall not be erected within 2.0 metres of any property line; and
- (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines.

(3) A wall sign provided:

- (a) The sign shall only be erected at the first storey;
- (b) The total sign face area for all wall signs erected on a wall shall not exceed 10 percent of the area of the wall at the first storey on which the signs are erected;
- (c) The sign shall not extend above the wall or parapet wall of a building; and
- (d) The sign shall not extend beyond either end of the wall on which it is erected.