

Temporary Signs By-law Review – Accessibility Feedback

Toronto Accessibility Advisory Committee

Presentation by City of Toronto's Municipal Licensing and
Standards division





Presentation Outline

1. Overview of Temporary Signs Review
2. Background and General Information
3. Approaches Under Consideration
4. Feedback

Context

- Staff are undertaking a review of rules for temporary signs (Toronto Municipal Code Chapter 693).
- Sign types include: A-frame, garage sale, mobile, new development, open house, portable, and real estate signs, as well as temporary signs on construction hoarding and signs advertising non-profit activities and events.
- Permanent signs, election signs and posters on public property are not part of this review.

Purpose of Review

Staff are reviewing the By-law with the objectives of:

- Improving the By-law's readability;
- Modernizing the By-law to allow effective enforcement; and
- Responding to the use of new sign types in Toronto.

As part of this review, staff are consulting with stakeholders and the public to determine if any changes to the regulations governing A-frame and portable signs on the right-of-way are required.

Timeline: Temporary Signs Review

Initial Public Consultation Process

- July 9 – August 9, 2019
- Outreach to key stakeholders and members of the public
- Public meeting held on July 22

Analysis and Policy Option Development

- Jurisdictional scan
- Reviewing feedback from consultation process
- Analyzing permit/complaint data
- Identifying potential policy solutions

Consultations

- **Toronto Accessibility Advisory Committee**
- Other Stakeholders (such as BIAs and industry)
- Internal Partners (such as Transportation Services, Toronto Building, and TTC)

Council

- Report expected at Planning and Housing Committee October 15
- Report made public 5 business days in advance
- Public notice to be given

Definitions

- **Chapter 693:** the by-law that governs temporary signs. Also includes regulations for election signs and posters on public property.

[Link to Toronto Municipal Code Chapter 693](#)

- **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.
- **Portable Sign:** A rigid free-standing moveable sign not fastened by any means to the ground or any structure, but excludes an A-frame sign.

Accessibility Context

- The by-law governing temporary signs currently allows some signs to be erected on the City's right-of-way.
- Staff heard through both the Temporary Signs Review consultation process and the previous Café/Patio Review that the placement of A-frame and portable signs remains an accessibility concern.
- The Temporary Signs Review provides an opportunity for staff to review placement requirements for these signs and identify potential changes to how these signs are regulated.

Public Consultation Feedback

- Pedestrian and accessibility advocates are concerned with the placement of temporary signs like A-frames on sidewalks; when poorly placed, these can become barriers.
- Residents' Association representatives are concerned with the number of signs erected in the pedestrian clearway, as well as the challenges of effectively enforcing against these signs.
- Other feedback that sign placement should be limited to sidewalks where they will have least impact on pedestrians.

Current Regulations: A-frame Signs

- Must have a valid City-issued permit.
- Cannot be taller than 1.0 m. or less than 0.5 m.
- Cannot be wider than 0.6 m. or longer than 0.75 m.
- Must allow for a minimum unobstructed pedestrian clearway of 2.1 m.
- Cannot be along Bloor Street East and Bloor Street West between Avenue Road and Sherbourne Street, or along Yonge Street south of Davenport Road.
- Must be located against the front wall of the premises.

Current Regulations: Portable Signs

- Must have a valid City-issued permit.
- Cannot be taller than 1.0 m. or less than 0.5 m.
- Cannot be wider than 0.6 m.
- Must allow for a minimum unobstructed pedestrian clearway of 2.1 m.
- Must be located against the front wall of the premises or where City-approved installations are located on the sidewalk.

Approaches Under Consideration (1/2)

1. Updating placement requirements for A-frame and Portable signs so that the preferred placement of these signs be curbside and in-line with other street furniture (often called the Furniture and Planting Zone)
2. Maintaining the existing 2.1 metre pedestrian clearway expanding it to 2.5 metres on specified Downtown Toronto streets to align with the new Café/Patio by-law. This would advance the policy intent of having a larger pedestrian clearway along these streets.

Approaches Under Consideration (2/2)

3. Updating the By-law to specify that sign permit identifiers on A-frame and portable signs must be affixed to the exterior upper-right side of a sign face. This is intended to allow for the easy identification of permitted/unpermitted signs.
4. Aligning portable and A-frame regulations by specifying that portable signs are not permitted along the right-of-way areas of Bloor Street East and Bloor Street West between Avenue Road and Sherbourne Street, or along Yonge Street south of Davenport Road.

Accessibility Feedback

1. Do you have any questions about the Temporary Signs Review or the approaches under consideration?
2. What feedback do you have about the approaches under consideration?

Thank you

Municipal Licensing and Standards
City of Toronto

Toronto City Hall, West Tower, 16th Floor
Toronto ON M5H 2N2

www.toronto.ca/signsreview

Negin Shamshiri
Manager, Policy and Planning
Negin.Shamshiri@toronto.ca

Dylan Feist
Senior Policy and Research Officer
Dylan.Feist@toronto.ca

