

# PH9.3.10

**From:** info@blooreast.org  
**To:** [Planning and Housing](#)  
**Subject:** PH9.3 Temporary Signs By-law  
**Date:** October 11, 2019 10:30:38 AM

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Dear Members of the Planning and Housing Committee;  
John Burt represents BENA on 311 issues. Below are his comments, as BENA;s representative, on the proposed By-law.  
Regards;  
Linda Brett, President BENA  
on behalf of BENA

----- Original Message -----

Subject: Re: City of Toronto Temporary Signs By-law Review Update  
From: 'John BURT'

October 10th, 2019

Hello Dylan

Please accept this letter as a matter of initial support awaiting the review by the Executive of BENA this weekend.

Thank you for the ByLaw Draft Report and inclusion on the Copy List as a participant in the Working Group that was both inclusive and educational as you work toward consistency, City wide, on matters of Temporary Signage.

I am replying and including three added recipients:

Linda Brett, President BENA  
Angela Surdi, Office, City Ward 11  
Edward LaRusic, Office, City Ward 13

Linda has registered to speak in support at Committee (with a heads up to Councillors Layton and Wong-Tam for their support).

My concerns are in three areas:

- Education
- Enforcement
- Inclusive City Staff Coordination

To the first, how will businesses, agents, contractors and residences be informed? As you noted, this is a City-Wide Initiative and the Core, Arterials and Suburbs all are being brought into line. I support the measures as to A-Frames, size, legality, placement and numerosity. The measure on illumination is key to avoid further driver distraction on already congested Core streets such as Bloor as noted in your Report. The proliferation of business, political and personal posting are infuriating yet their exceptions such as last year's postings for Missing Persons need an outlet (interesting to note that rarely are the Community Boards at bus shelters used).

Does the placement make allowance for snow accumulations at the curb for temporary signage and the gales of wind that one encounters as a matter of safety and placement?

To the second, this needs to be uniformly and constantly enforced and repeat offenders dealt with quickly with measures of a fine or take-down of signage that involves identification so that 311 is informed and Neighbourhood Groups can take measures on unsightliness without infringing the Rights of Speech. This will involve the Budget on the hiring of sufficient staff, will it not? If so, there are cost and accounting matters not included in the Report.

On Agent A-Frames, what of those placements and those not removed that stay all week or are knocked down and still remain by the curb as if abandoned?

To the third, despite denials to Councillor Layton's Office when they initiated an enquiry on August 1st, MLS oft calls the observer to confirm the 311 Report that initially included a photo and needs further clarification to the question "Did you see the photos attached". (In one instance two years ago, Hydro called on a knocked down light standard issue and identified a private property statue base and not the City domain location, all to one's bewilderment; or numerous client care calls from MLS at 7am to confirm a Report when no photo was forwarded as attached or they wanted to discuss the incident that was plainly reported. MLS says staff start at 6am; some us don't. Would not the afternoon prior be a compromise?

This is a matter for Staff to resolve without blame or denial as outlined in the August 1st letter to Councillor Layton and previously to Councillor Wong-Tam.

Dylan, thank you for the comprehensive feedback and Report to the Committee and one looks forward to the further reports of Compliance and Task Completion to the City.

Best regards,

John Burt  
On behalf:  
Bloor Street East Neighbourhood Association

Presently travelling out-of-station:  
Chungli, Taoyuan County, Taiwan.

Copy:  
Executive, Bloor East Neighborhood Assoc.  
Angela Surdi, Office of Ward 11  
Edward LaRusic, Office of Ward 13

