

NOTICE OF MOTION

Request to include the Third-Party Sign Tax Structure in the City's current Sign By-law review

Moved by: Councillor Crisanti

Seconded by: Councillor Nunziata

Summary:

Third-party advertising has evolved significantly since the City of Toronto introduced its Sign By-law (Chapter 694) and the Third-Party Sign Tax (Chapter 771) in 2010. As the City works to modernize its approach to governing signs, there is an opportunity to ensure that our revenue tools are keeping pace with updated regulations and reflect changes in the sign industry, and the city as a whole.

At present, the City's ongoing review of the Sign By-law does not include an examination of whether the Third Party Sign Tax remains effective, efficient, and aligned with today's sign landscape, particularly as it relates to changes in sign types, new technologies, and how third-party advertising is provided across the city, creating a gap in our overall approach.

Including a review of the Third-Party Sign Tax as part of the broader Sign By-law update would support a more complete and coordinated analysis. It also creates efficiencies by engaging affected parties through a single, integrated process. This approach would help identify opportunities to improve how the tax functions, both in terms of supporting City revenues and ensuring it is fair, transparent, and workable for businesses seeking to take advantage of advertising opportunities throughout the city.

Recommendations:

1. That City Council request the Chief Building Official and Executive Director, Toronto Building, as part of the ongoing comprehensive review of Chapter 694, Signs, General (the "Sign By-law"), undertake a review of Chapter 771, Taxation, Third Party Sign Tax (the "Third Party Sign Tax"), including:
 - a. an assessment of its structure and overall effectiveness;
 - b. a review of the annual tax rates and any other financial implications of changes to the Third Party Sign Tax, in consultation with the Chief Financial Officer and Treasurer; and
 - c. appropriate consultation with the sign industry and other affected stakeholders;

and, that the Chief Building Official and Executive Director, Toronto Building, report to the Planning and Housing Committee with any recommendations to the Third Party Sign Tax, concurrent with the report on the Sign By-law in 2027.

Date: June 17th, 2026