

This guide explains what you need to know and the requirements that must be met before you can operate a marketing display in Toronto. This guide is a plain language summary of the by-law requirements. Please see Municipal Code Chapter 742 (<https://www.toronto.ca/legdocs/municode/toronto-code-742.pdf>) for more information.

Municipal Licensing & Standards Division
Licence & Permit Issuing Office
East York Civic Centre
850 Coxwell Avenue, 3rd Floor
Toronto, ON M4C 5R1

Monday to Friday, 8:30 a.m. to 4 p.m., except on statutory holidays.
Telephone: 416-392-6700 Fax: 416-392-4515
Email: MLSroadallowance@toronto.ca

BEFORE YOU APPLY

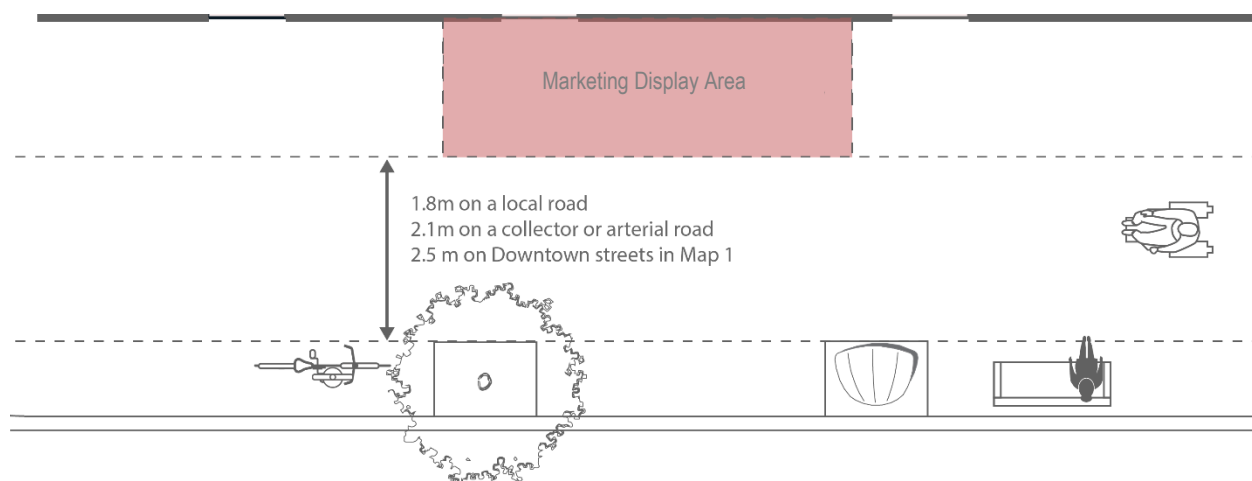
1. What Options May Fit Your Situation?

Before submitting your application please check the minimum requirements shown in the diagram and on pages 3 to 5:

- Enough space must be kept clear along a street block for people of all ages and abilities to walk and move safely.
- People also need space to wait for and access transit and to use street furniture such as bicycle parking.
- City staff and utility companies need space to access, repair or maintain trees/plants, fire hydrants and connections, hydro-electricity elements, natural gas connections, and other street assets for residents, businesses and visitors.
- Look up your location to find whether it is on a local street, collector street, or arterial street (minor arterial or major arterial street) by searching on this [website](#).
- Some busy streets in the Downtown require additional space for pedestrians (refer to Map 1 on page 5).

2. Marketing Display Requirements

If you meet the minimum requirements as shown on pages 3 to 5 and pay the fees, you may apply for a marketing display permit. See page 3 for more details on how to measure the pedestrian clearway (the clear space and path for walking) and minimum separation distances from street elements on page 4.



3. Extended Frontage – Requires Permit Application and Fees

- If you have the agreement of your neighbouring property owner, and you think there is an opportunity to extend (or stretch your proposed permit area) across the frontage in front of your neighbour's establishment, then you can apply for an extended marketing display if you meet the pedestrian clearway requirements and minimum separation to utilities and street elements on page 4.

- A written letter of consent from the adjacent property owner is required that is satisfactory to the City that acknowledges they are providing consent for the term of the permit.
- Note that consent can be revoked by the adjacent property owner at any time.

4. Pedestrian Clearway Requirements

- Enough space must be kept clear along a street block for people to walk and move safely. The pedestrian clearway requirements are based on [street types](#): no less than 1.8m for local roads, no less than 2.1m for collectors and arterials (both minor and major arterial streets), and no less than 2.5m on Downtown streets in Map 1 where the sidewalk is at least 5m or wider.
- Instructions on how to measure the pedestrian clearway are on page 3. The minimum width is measured from the edge of the permit area to the nearest object or to the back of curb as shown on page 3, and the walking path must not have sharp changes.

5. Additional Requirements

- On a local road, 1.0m minimum (min.) is required between the permit area and any entrance to a dwelling unit (e.g. where someone lives) next door
- Permit area must be designed so as to permit access by a person in a mobility device, and contain one entrance that is at least 1.0 metre wide.
- No enclosures allowed, and no goods/displays placed outside the permit area
- Goods being sold must be at a height easily accessible to patrons standing on the sidewalk surface (e.g., merchandise cannot be hung high on the building wall)
- Ensure display stands are corrosion resistant, non-toxic, free from cracks/openings, and the bottom of the display stand is more than 15cm off the ground
- On a local road, a minimum of 1m is required between the permit area to any entrance to a dwelling unit (e.g., where someone lives) next door.
- If you do not own the property, provide a signed letter from the owner saying they do not object to your application.
- Temporary fencing only

6. Surface Grading and Paving

- In general, surface grading and paving will not be needed, but if the surface of the proposed permit area is not level with the sidewalk or is not already paved, the applicant will be required to pave and maintain the part of the sidewalk/boulevard to the satisfaction of the [General Manager, Transportation Services](#).

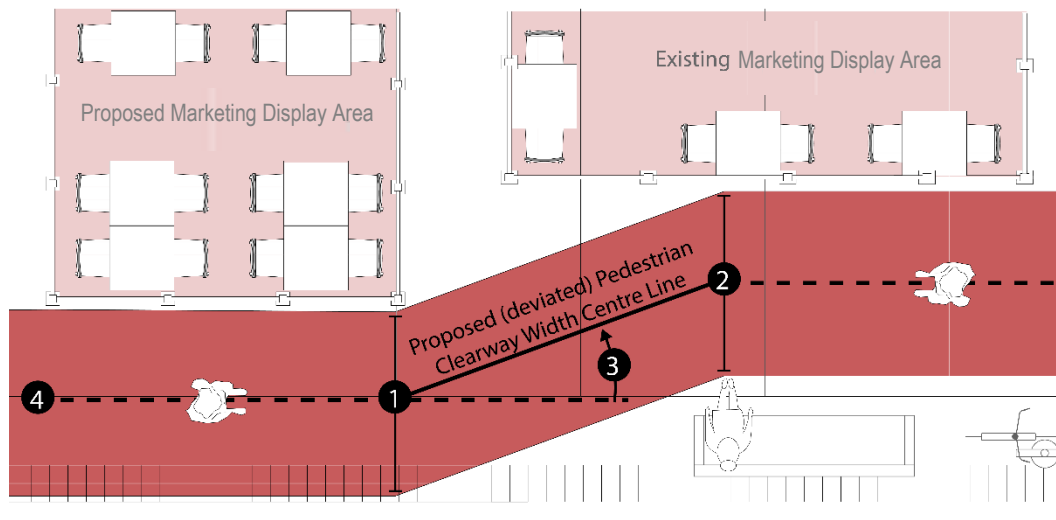
7. Awnings and Umbrellas

- Awnings require City approval and separate fees. See application checklist on page 7.
- Awnings and umbrellas must be at least 2.1m above the level of the street or sidewalk so no part of the frame, curtain, canopy or fabric or part of these is any lower.
- Awning must be easily removable or retractable, and cannot be attached to the surface of the sidewalk.

8. Lighting

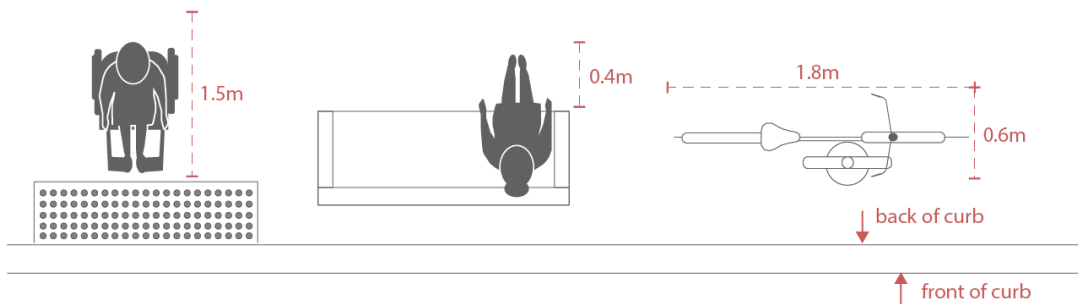
- Must be temporary fixtures and comply with all applicable safety standards and codes
- Do not place any power cables or lighting elements on or over the pedestrian clearway
- Must avoid casting glare for people's eyes as they pass by and on nearby properties
- Not attached or affixed to street elements, trees or utilities
- Must obtain power from a private source or BIA where BIA permission is granted

HOW TO MEASURE THE PEDESTRIAN CLEARWAY

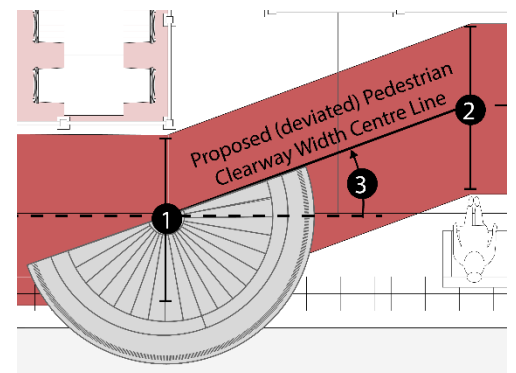


As shown in diagram above, the pedestrian clearway width must be along the full length of the permit area and not change in direction more than 20 degrees along a street block for accessibility for the blind and people with mobility issues.

- 1 Draw a line from the outer limit of your proposed permit area to the nearest obstruction and if no obstructions, to the *back of the curb. Draw a dot in the midpoint of this pedestrian clearway. Note how obstructions must be measured in the examples below, you need to include the bike for bike rings, the person's legs and feet at a bench, and for the accessible transit stops – you must include the measure for a person in a wheelchair using the accessible ramp.



- 2 Draw a line from the outer limit of your neighbour's sidewalk café or marketing area to the nearest obstruction and if no obstructions, to the back of the curb. (see examples above) Draw a dot in the midpoint of the pedestrian clearway in front of your neighbour's area. Note: if the pedestrian clearway next door is wider than the minimum requirement, only the continuous minimum width will be used for its midpoint, because otherwise, it'd result in a bigger change in path.



- 3 Measure the angle or change in direction of the pedestrian path.
 - Draw a solid line connecting the midpoints from steps 1 & 2.
 - Draw a dotted line that extends straight and parallel to the curb through the midpoint from step 1.
 - The angle is measured by laying a protractor over dot 1 and lining the bottom of the protractor along the line connecting 1 & 2. The angle will be shown between the dotted line and the solid line.
- 4 Repeat steps 1-3 for the neighbour on the other side of your proposed marketing area, if applicable.

Minimum Separation Distances

(must be indicated on your site plan)

Utility or Infrastructure Element (measured from edge of element / utility)	Required Clearance	
	Temporary Fixed Elements	Temporary Portable Elements
Hydro Infrastructure		
Cable Chamber*	2.0 metres	0.3 metres
Hydro Vault*	1.0 metres	1.0 metres
Transformer/Switchgear*	3.0 metres	3.0 metres
Distribution Pole	0.6 metres	0.3 metres
Street Lighting Pole^	0.6 metres	0.3 metres
Guy wire/anchor	0.6 metres	0.3 metres
BIA lighting access hatch^	0.3 metres	0.3 metres
Traffic Infrastructure		
Traffic signal pole	0.3 metres for local street or 1.0 metres	0.3 metres
Traffic control box	1.5 metres from front, sides 0.6 metres	0.3 metres
Traffic or parking sign pole	0.3 metres	0.3 metres
Fire Services and Water Infrastructure		
Fire Hydrant*	1.2 metres	1.2 metres
Fire Standpipe Connection*	1.2 metres	1.2 metres
Water Valve (post indicator/isolation)	0.6 metres	0.3 metres
Catch basin^^	0.6 metres	0.3 metres
Storm/Sanitary maintenance access covers	0.6 metres	0.3 metres
Gas Infrastructure		
Gas valve (and other assets)	0.6 metres	0.3 metres
Telecom Infrastructure		
In-ground access covers	0.6 metres	0.3 metres
Public Realm Infrastructure		
Street Furniture (bench, litter bin, newspaper corral, postering column)*	1.0 metres	1.0 metres
Transit shelter: with advertising^^	5.0 metres	5.0 metres
Transit shelter: without advertising^^	2.5 metres	2.5 metres
Transit stop poles^^	2.5 metres	2.5 metres
Wayfinding columns*	3.0 metres	3.0 metres
Wayfinding sign poles*	1.0 metres	1.0 metres
Bicycle locking ring**	2.5 metres	2.5 metres
Bike Share station^^	1.0 metres	1.0 metres
Toronto Parking Authority ticket kiosk*	1.0 metres	1.0 metres

Utility or Infrastructure Element (measured from edge of element / utility)	Required Clearance	
	Temporary Fixed Elements	Temporary Portable Elements
Trees and Horticulture		
Street tree* and***	1.0 metres	0.3 metres
Above and in-ground planters***	1.0 metres	0.3 metres
Pedestrian Safety		
Intersection or Pedestrian Crossover****	3.0 metres	3.0 metres

Street furniture or utility listed without an asterisk (*^) may be located within proposed permit area if approved by the City

^ or other clearance as determined by the local BIA for BIA owned lighting infrastructure

^^ must be measured as a minimum linear distance along the curb edge; and for transit stops/shelters must have a minimum 2.4m width for the transit platform area

* must be measured as a minimum radius width from the street element or utility

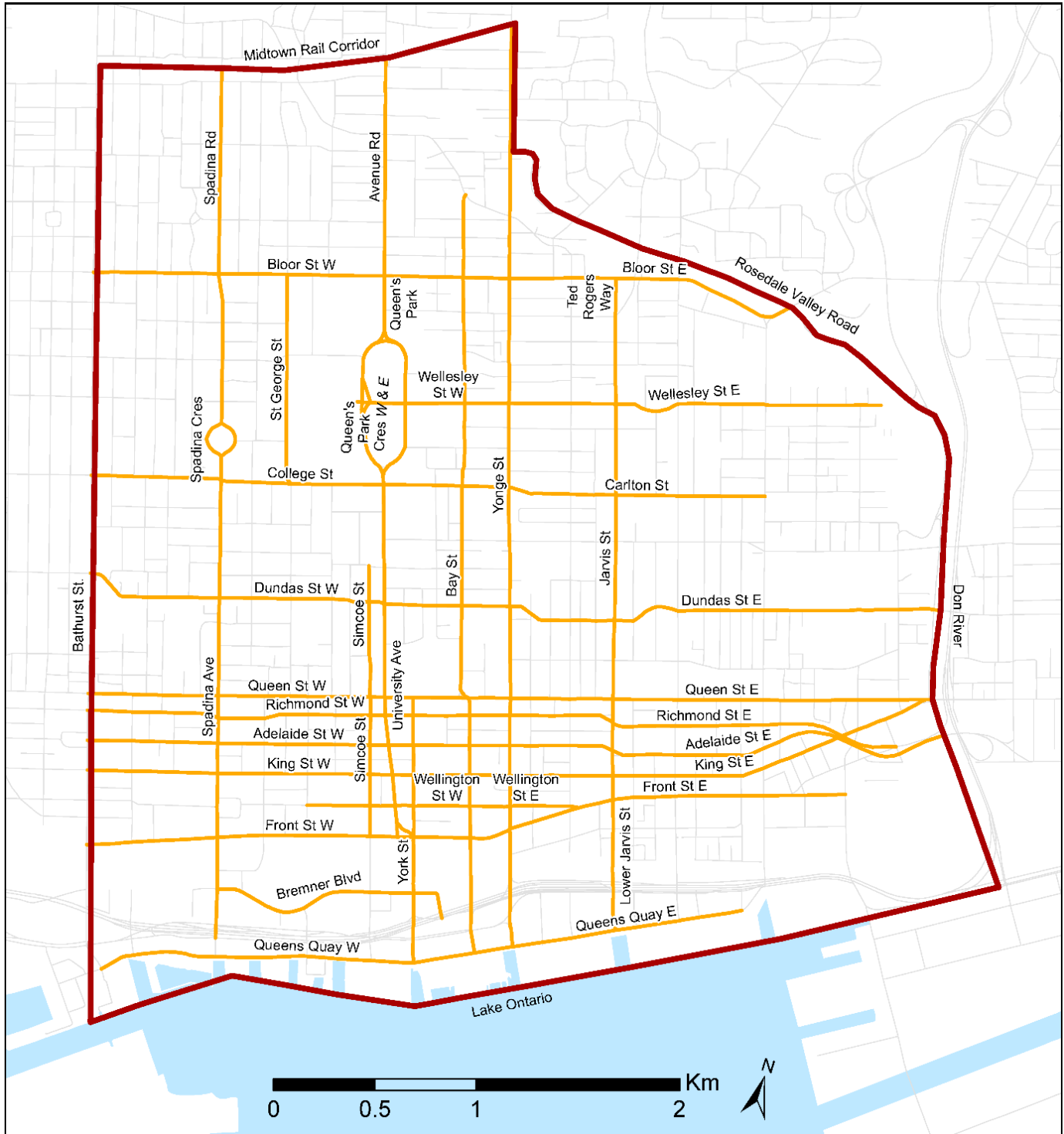
** clearance may be less if approved by the City in consideration of the streetscape context and bike parking facilities in the immediate area

*** café elements must not be placed on open soil or soft surfaces adjacent to street trees, nor be fixed to the tree pit surface

**** intersections and pedestrian crossovers require adequate space for people of all ages and abilities waiting to cross the street and for safety and visibility. Additional separation distances are required for curbside and curb lane cafés for visibility and road safety

MAP 1: Downtown Streets where Wider Pedestrian Clearways are Required for Sidewalks Wider than 5 Metres

For the Downtown streets in Map 1, where the distance from the building face to the face of the curb is at least 5 metres, the pedestrian clearway must be at least 2.5 metres unless a different minimum is determined by the General Manager (such as in the case of a Community Council-approved plan like a precinct plan or master plan). The building face is considered the face of a building's exterior wall at ground level. A wider pedestrian clearway will help maintain the function and character of these streets.



PERMIT TRANSFERS

- Existing permit holders that want to transfer their permit must let potential new applicants (e.g., potential buyers / new permit holders) know that this may result in a reduced size for the permit area to meet the City's by-laws.
- For a permit transfer to be approved, it must meet the requirements for the pedestrian clearway on pages 3-5, minimum separation distances on pages 4, and receive no objections from the local Councillor. Additional information about transfers can be obtained from the office listed on page 1.

Other Questions

What if the location of my application does not meet the pedestrian clearway requirements in the by-law?

- If applications do not meet the minimum pedestrian clearway requirements or minimum separation distances on pages 3-5, they are refused. If an applicant believes they are very close to meeting the requirements and wishes to appeal a refusal that is related to the pedestrian clearway requirements or design requirements, they may submit an appeal within 14 days of receiving notice of the refusal. Contact the office on page 1 for details.

What if my application is refused for other reasons than the pedestrian clearway or design issues, and I want to appeal it?

- Within 14 days of receiving notice of refusal, you must submit an appeal - contact the office on page 1. A report will be required for Community Council that has the applicant's reasons for the appeal, the city's reasons for refusal, and a notice will be provided to the applicant about which Community Council meeting will hear the appeal.

I want to have an enclosure around my proposed permit area? Is this allowed?

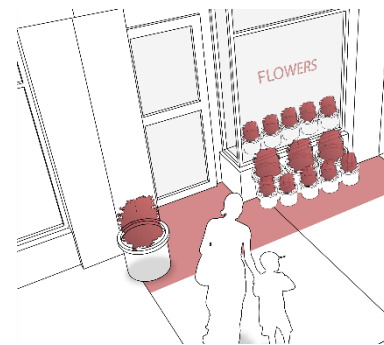
- No. Enclosures are not allowed on the public sidewalk because they are difficult to remove and become permanent-like structures on the public sidewalk that pose issues for Fire Services and the Building Code. They are also problematic for the assessment of property taxes when MPAC considers the area that is enclosed.

I only want a small marketing display. Do I still need a permit?

- You do not need a permit for a Small Marketing Display provided it meets the minimum requirements



- ✓ Maximum size is 0.8m depth x 5.5m wide
- ✓ Must be located against the building wall
- ✓ Must have white cane-detectable planters at each end
- ✓ Must meet minimum separation to utilities and elements on page 4
- ✓ No umbrellas, fencing or enclosures
- ✓ displays removed after business hours
- ✓ No A-frame sign adjacent on the sidewalk



Example: Small Marketing Display

HOW TO APPLY FOR A PERMIT

- Complete the application form in this package and pay the application fee at the office listed on page 1.

Use this Checklist:

Complete? Yes (✓)	Ensure your application is complete by putting a checkmark (✓) if you've included the item. No checkmark means you're missing the item and your application cannot be processed.
	A copy of your business licence or the business licence number issued from Municipal Licensing & Standards, if applicable.
	Enclosed Certificate of Insurance (original form only) completed, signed and stamped by an authorized agent
	3 photos of the location: one face on and the others from each side on the sidewalk (see samples photos)
	3 copies of your site plan drawing - see sample drawing and requirements.
	3 copies of your fencing (or planters) drawing - see sample drawing and requirements on page 6
If applicable to your location, put a checkmark (✓) if you've included the item. Put N/A for not applicable.	
	Letter of permission signed by the property owner (with their contact information) if not your property and/or letter of permission signed by your neighbouring property owner (with their contact information) if you propose an extended permit area across a neighbouring frontage area
	If applying for an awning over the area, 3 copies of detailed drawings with the awning location, design, dimensions and mechanical specifications for its framing, mounting and materials and a certificate indicating the Fire Proof Rating of the fabric/materials. Attach applicable permit approvals from the Chief Building Official, Heritage Preservation Services if your building is on the Heritage Register .
	If the area needs to be paved, landscaped or physically altered , you must submit detailed plans to Transportation Services for a Construction Permit . A copy of the approved plans is required to process your application. Note that the tree planting fee may also be applicable (see below)
	If changes / alternations to the building are to be done to accommodate the marketing installation (entrances, windows, foundation changes, etc.) you must apply for a Permit from the Buildings Division . If your building is on the Heritage Register, a heritage permit may also be required.
Applicable fees must be paid. Put a checkmark (✓) if you've paid. Put N/A for not applicable.	
	\$780.30+HST for marketing display application. The permit fee is \$38.88+HST per square metre. Non-refundable application fee made payable to Treasurer, City of Toronto.
	*Permit application will not be issued and/or renewed if there are any outstanding Provincial Offences Fines. Proof of payment required.

SITE PLAN DRAWING – Requirements

Your site plan drawing must meet the following specifications:

Format

- Paper size: Drawings must be provided on paper no larger than 11" x 17", and folded in sets to dimensions of 8.5" x 11" with the title block facing up.
- Scale: All plans must be drawn to scale in metric. The scale must be noted in the plan and must use a minimum 1:100 scale of **1cm=1metre** (m). North arrow must be shown.
- Legend: A legend must be provided showing what the lines and objects mean in the drawing – with clear labels.
- Readable: Must use minimum font size of 11pt. Use black ink, not light coloured or faded ink, or it will be refused.

What Must be Shown

Show the view from above and must include and label the following:

- Property lines (extended to the street), name of business, and address
- Exterior walls of buildings including doors and windows, and all entrances/exits (location and widths)
- Street lines and curb, and street names
- Width of sidewalk from the building wall to the back of the curb
- Plan view must extend at least 5m to either side of the proposed permit area and show all objects on the sidewalk: including but not limited to fire connections, gas/electric/phone/internet equipment, trees/tree grate/planters, benches, bicycle parking, waste bins, transit stops/shelters, accessible transit ramps, utility covers, loading/delivery zones, taxi stands, parking meters, street vendors, A-frame signs, sign posts, newspaper boxes, and anything else on the sidewalk. Show measurements indicating their location relative to the edge of the proposed permit area. (see page 9)
- Proposed permit area (showing the outer edges) and the dimensions (width and depth):
 - Outer edge will be measured from the outer most feature of your proposed permit area
 - Location and dimensions of the accessible entrance/exit to the proposed permit area.
 - Proposed elements and their location and dimensions (e.g. display stands) to be located in the permit area
- Pedestrian clearway measurements: distance between outer edge of proposed permit area to nearest object or back of the curb (see page 8). Nearest object assumes the use of the object, e.g., person sitting on bench or bike locked to bicycle parking ring. Note the same for your neighbouring properties as shown on page 8.
- Show All Requirements Met: Make sure your site plan shows all the design requirements are met for your proposed marketing display.
- **Drawings and photos that are missing information, fraudulent, or show incorrect information will be refused and require re-submission, and will delay the review of your application.**

Three Photo Views* – Requirements

- Mark the proposed permit area in visible chalk on the sidewalk or street, so that it can be seen in your photos.
- Attach 3 photos (8.5" x 11" size) – one for each of the following: 1) view of the front of your property including the full width of your property and the sidewalk in front of your property, 2) left view of your property showing the sidewalk parallel to the street and 3) right view of your property showing the sidewalk parallel to the street.
- Photos must show the whole sidewalk area including the view to the curb and the neighbouring properties, and all sidewalk objects and elements. Take up-to-date photos. Google Streetview cannot be used.
- *Note: Additional photos are required if applying for a frontage and flankage – two sets of photos are required.

Applicant Business Information			
Legal Business Name		Operating Name (if applicable)	
Street Number	Street Name		Suite/Unit Number
City/Town		Province	Postal Code
Business Telephone Number		Business Email	
Do you have a Municipal Business Licence? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Business Licence Number		Expiry Date (yyyy-mm-dd)	

Contact Name (Owner or Business Authority)	
First Name	Last Name
Relation to Business (Director, Signing Authority, Etc.)	Business Telephone Number or Business Email (if different than above)

Application Information	
Type of merchandise to be displayed	
Type of material will you use for your display stands	
Are you applying for an awning(s) over the proposed marketing display? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Signature	Date (yyyy-mm-dd)

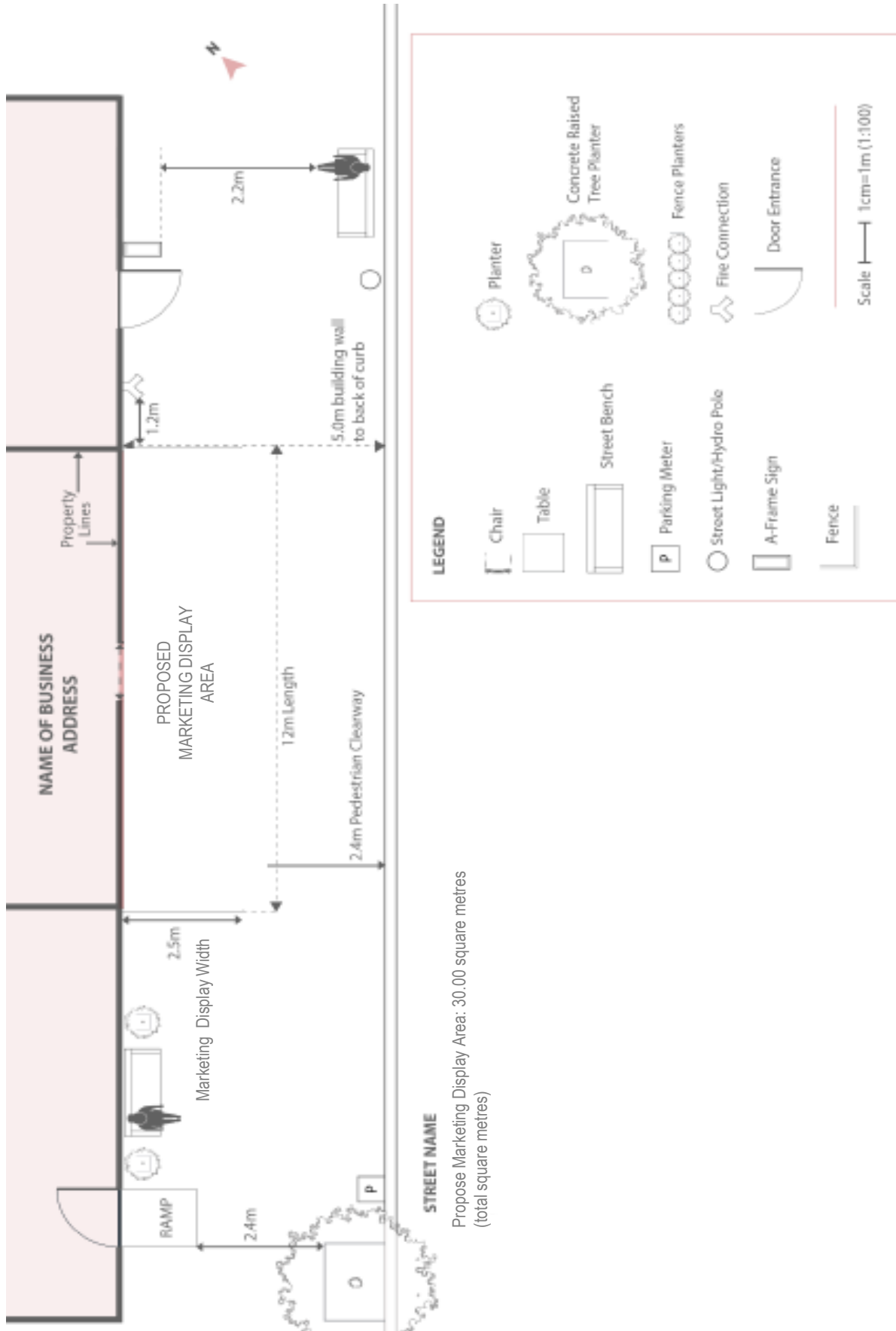
Proposed Marketing Display Information	
Is the proposed marketing display located on Arterial Local Collector	Proposed Dimensions (in metres ONLY) m X m = total square metre requested
if requesting two areas please indicate (Area 2) m X m = total square metre requested	Name of the street where proposed marketing display will be located
Signature	Date (yyyy-mm-dd)

Disclaimer: By signing this application, you are representing that all the information submitted with this application is accurate and current to the best of your knowledge. It is an offence under City of Toronto Municipal Code Chapter 742, to knowingly provide false information in a statement, affidavit, application or other document prepared, submitted or filed under the Chapter. You also agree that if anything in this application is false, misleading or fraudulent, City staff may refuse your application or cancel your permit.

By signing this application, you agree that the City can send you notices by email and that any notices sent by e-mail are "deemed" to have been received on the day they were sent or if sent after 5:00 pm that they are deemed received on the following day.
Operations of the marketing display area, any required construction, etc. is not permitted within the City boulevard until all approvals have been granted, permits issued and agreements executed.

Application Number (Office Use Only)	
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SITE PLAN DRAWING – Sample



To be completed only by the insurer or by its representative.

Name of Insured and Operating Name	City of Toronto Contact Name, Address, and Telephone Number: Municipal Licensing and Standards Road Allowance 850 Coxwell Avenue, 3rd Floor Ontario, M4C 5R1	
Address and Telephone Number of Insured:	MLSRoadallowance@toronto.ca	
	<u>Address for R53 Permits Only</u>	
Operations of the name insured for which this Certificate is issued	Permit Number:	

Commercial General Liability – Minimum Limit to be evidenced - \$2,000,00.00				
Insuring Company	Policy Number	Policy Limit(s) (\$ per occurrence)	Effective Date (yyyy-mm-dd)	Expiry Date (yyyy-mm-dd)
Primary Insurer:				

PROVISIONS OF AMENDMENTS OR ENDORSEMENTS OF LISTED POLICY(IES)

Commercial General Liability is extended to include Bodily Injury Liability, Contractual Liability, Owner’s and Contractor’s Protective Coverage, Products-Completed Operations, Contingent Employers Liability and Non-owned Automobile Liability.

The City of Toronto has been named as an Additional Insured but only with respect to liability arising out of the operations of the Insured for which a permit, license or agreement has been issued by the City of Toronto.

The Commercial General Liability policy(ies) identified above shall protect each insured in the same manner and to the same extent as though a separate policy has been issued to each but nothing shall operate to increase the limits of liability as identified above beyond the amount or amounts for which the Company would be liable if there had been only one Insured.

If insurance is placed in primary and excess layers, file Separate certificates for each. If a facsimile has been transmitted, the original certificate must follow. The Commercial General Liability policy(ies) identified above shall apply as the primary insurance and not excess to any other insurance available to any of the Additional Insured as set out in Paragraph 2.

If the policy is canceled or changed in any manner, for any reason, during the period of coverage as stated herein so as to affect this certificate, thirty (30) days prior written notice (ten (10) days if cancellation is due to non-payment of premium) by registered mail will be given by the insurer to:

Municipal Licensing &
Standards 850 Coxwell
Avenue, 3rd Floor Toronto,
Ontario M4C 5R1

CERTIFICATION

I certify that the insurance is in effect as stated in this Certificate and that I have authorization to issue this Certificate for and on behalf of the Insurer(s). This Certificate is valid until the expiration date(s) stated in the "Expiry Date" provision, unless notice is given in writing in accordance with the provision of this Certificate.

Date (yyyy-mm-dd)	Broker's or Insurer's Name and Address	Signature of Certifying Official

NEXT STEPS – What to expect?

- An application will be refused if the application contains false, misleading or fraudulent information; if the by-law requirements are not met; or approvals are not received from the required City divisions or agencies such as Toronto Building, Toronto Fire Services, Toronto Transit Commission, Heritage Preservation Services, and utility providers.
- Prior to approval, the applicant will need to sign a permit agreement, pay applicable fees, and indemnify the City and provide a certificate of insurance.

ENFORCEMENT CHECKLIST: Design and Operational Requirements

A-Frame Signage

- All A-frame signs require a permit. Contact office listed on page 1
- The A-frame sign must be located inside the marketing permit area

Maintenance, cleanliness, orderliness

All permit holders must, at their own expense:

- Keep all parts of the permit area and street area around it in a clean, sanitary condition (i.e., sweeping, clearing, removing debris and cigarette butts)
- All furnishings and objects must be in good, proper repair and condition, including graffiti removal

Planned and Emergency Works

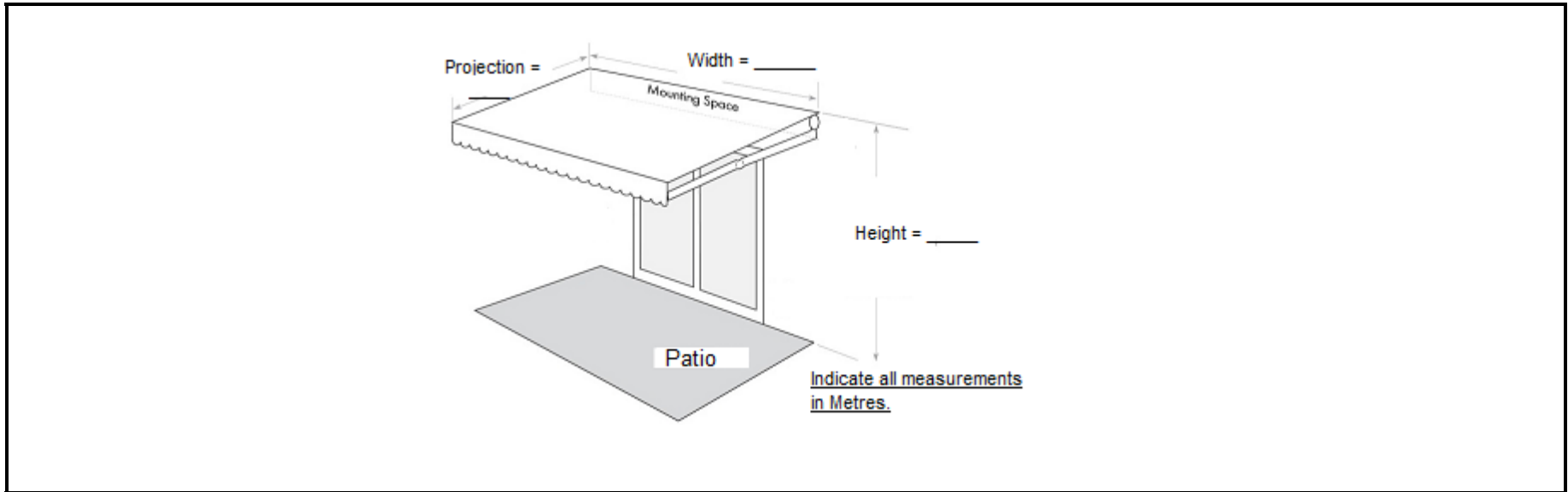
- The City can require the permit holder to remove at their own expense all marketing display installations upon notice due to planned street projects or civic works.
- In the case of an emergency, no notice may be provided to direct that the installations be removed for the emergency.
- In the above cases, the permit holder would be refunded the pro-rated portion of the annual permit fee.

Year-round option if located against the building frontage

As long as the following conditions are met, a marketing display may operate year-round:

- Must be located against the building wall of the associated establishment
- Must meet minimum pedestrian clearway requirements and minimum separation distances on pages 6, 8 and 9.
- Must clear and remove snow and ice from the pedestrian clearway adjacent to the permit area and apply salt and sand to the pedestrian clearway to [City standards](#)
- Cannot store or leave snow in the permit area

SIDE ELEVATION OF A TYPICAL AWNING



YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Will the awning be supported on a framework which will be secured to the building?
<input type="checkbox"/>	<input type="checkbox"/>	Will any part of the awning or its framework (except the "curtain") be less than 2.36 m (7'9") above the level of the street or sidewalk?
<input type="checkbox"/>	<input type="checkbox"/>	Will the curtain be less than 2.13m (7'0") above the level of the street or sidewalk?
<input type="checkbox"/>	<input type="checkbox"/>	Will information other than the business address & telephone number appears on the awning? (if yes, separate approval is required from Buildings Division)

Please provide measurements in the appropriate boxes for whichever of the above styles most closely matches your proposed awning, a **Certificate of Fire Proof Rating Required** and a **fabric sample 5 cm x 5 cm** (2 inches x 2 inches).

CERTIFICATE OF FLAME RETARDANCY - THIS IS A FICTIONAL SAMPLE

Certification is hereby made that: (only "a" or "b" as checked below applies)

a) Flame retardants refer to a variety of substances that are added to combustible materials to prevent fires from starting or to slow the spread of fire and provide additional escape time. This is a sample certificate - you will need to contact an awning specialist to provide you with an actual letter or certificate deeming the material on your awning as safe. We do not refer customers to specific companies - the onus of this would be on applicant. The Flame Retardant Certificate may also come in a form of a letter certifying that it is deemed flame retardant.

b) A piece of the material used for the construction of the flame retardant fabric is also required. This will be attached to your certificate or letter.

Please ensure that this is sent to the City of Toronto prior to signing your agreement.

Please be advised that the letter or certificate may look different.
THIS IS A SAMPLE

Purchaser's Name: Sample Customer

Sew What? OC#: 00000

Date: 06/28/10

Material: 15oz Encore Velour

Color: Various standard colors

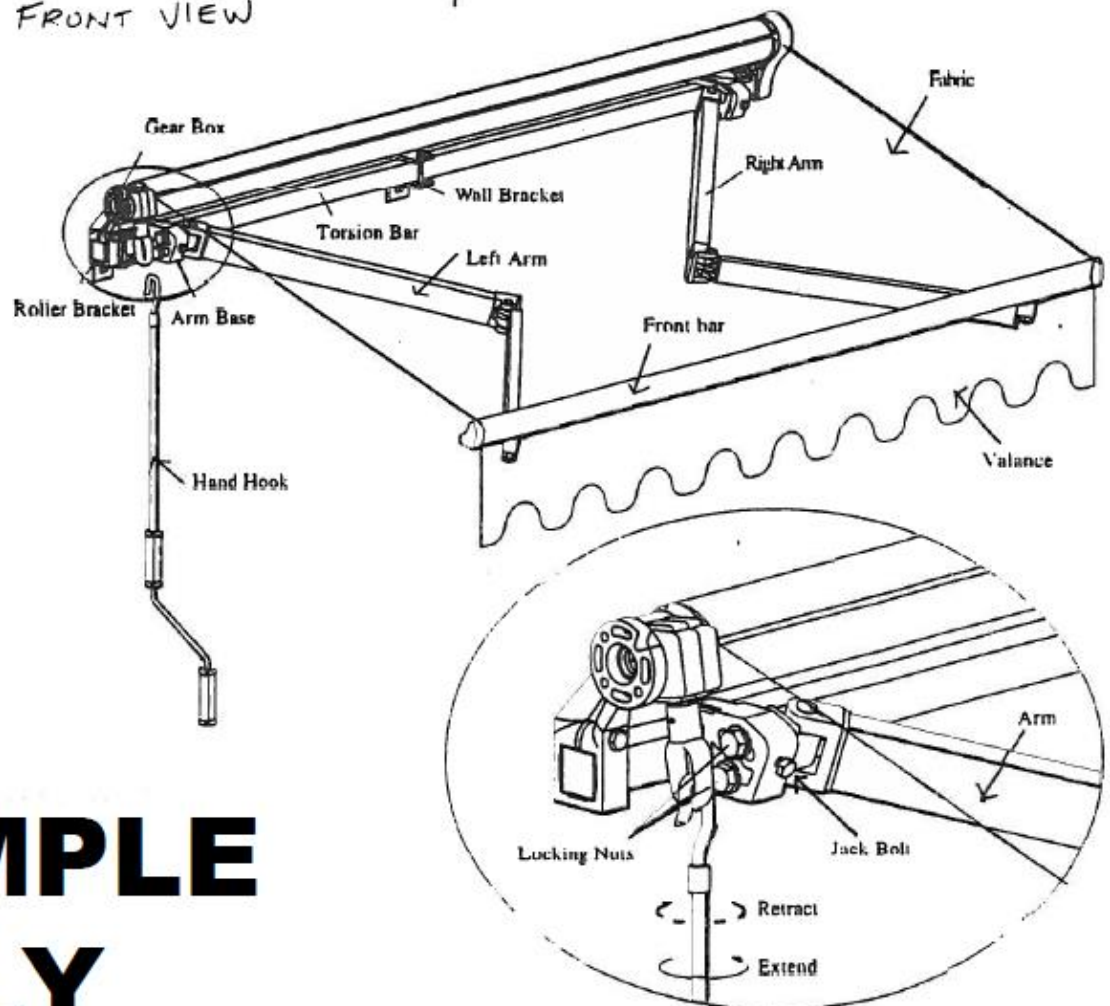
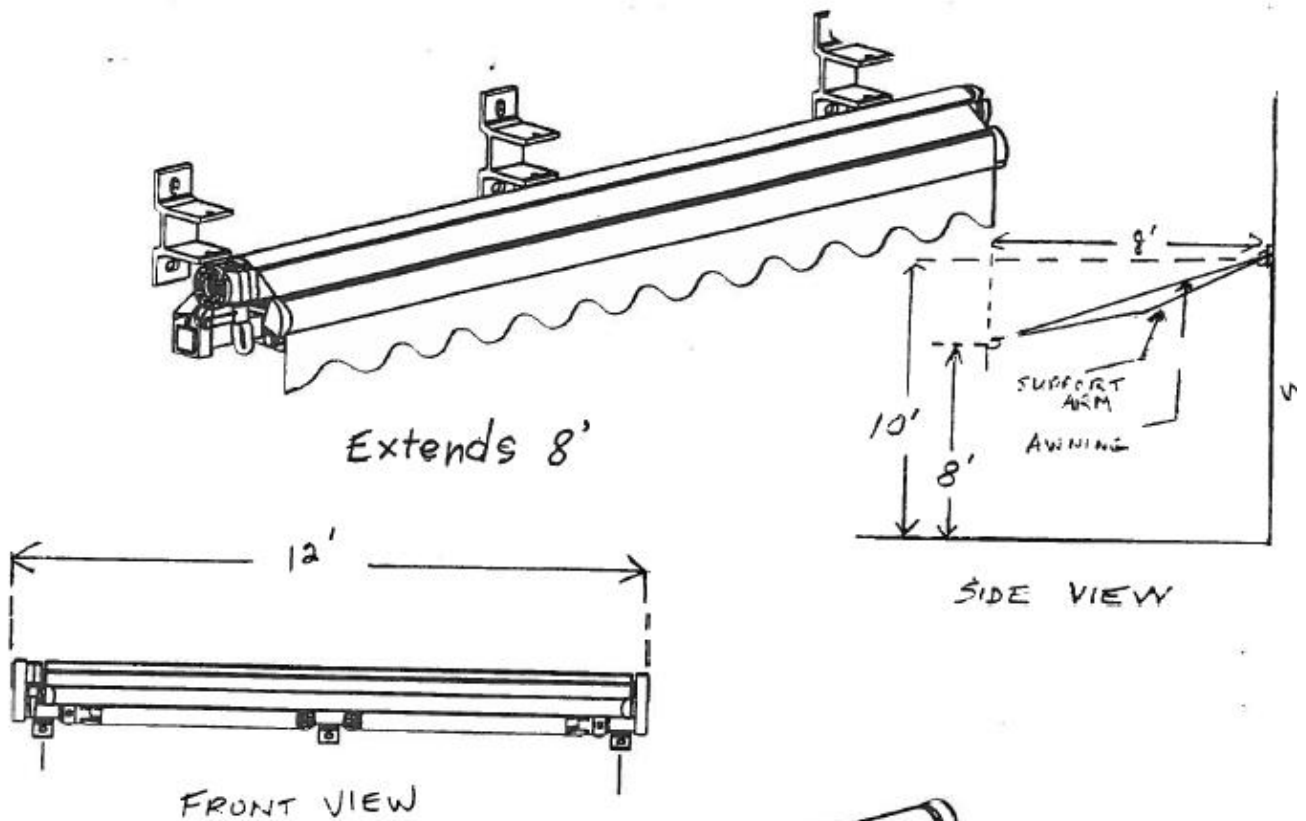
Yards: 1.00

Notes: (if any)

Sample certificate: Actual customer name, order number, date, color and yardage listed on certificate included with order



**FIRE SAFETY
COMPANY**



**SAMPLE
ONLY**