


*Advance circulation*

 **TORONTO** Motion

Amend Item

Date: Monday, November 30, 2009  
Item: 2009.PG33.10  
Moved by: Councillor Kelly

Vote Required: Majority

That City Council adopt the recommendations contained in the supplementary report (November 27, 2009) from the Deputy City Manager, Cluster B, and the Deputy City Manager and Chief Financial Officer [PG33.10b], with the following amendments:

1. The draft sign by-law attached to the report (Appendix A – Revised Appendix A) be amended:
  - a. by deleting all reference to the prohibition of signs “within 30 metres of an intersection” and replacing it with “within 6 metres of an intersection”;
  - b. by deleting “5 years” and replacing it with “10 years” in Subsection 694-9 B, so that the Subsection now reads  
“B. Every sign permit issued by the Chief Building Official for the erection or display of a third party sign shall expire ten years from the date of issuance and is null and void on its expiry date”;
  - c. by deleting all reference to wall sign height not exceeding “15 metres” and replacing it with “20 metres”;
  - d. to permit electronic static copy signs in all sign districts; and
  - e. by deleting “Illumination between the hours of 11 p.m. and 6 a.m.” and replacing it with “Illumination between the hours of 1:00 a.m. and 5:00 a.m.” in subsection 694-18 C, so that the Subsection now reads:

C. No sign shall be illuminated between the hours of 1:00 a.m. and 5:00 a.m. except where:

1. the sign is a first party sign associated with a lawful business which operates during this period and only while the business is actually in operation; or
2. the sign is located in the Downtown Yonge Street Special Sign District, the Dundas Square Special Sign District, or the Gardiner Gateway Special Sign District.

2. Recommendation 4 be deleted and replaced as follows:

"4. City Council establish and adopt the following tax rates to be applied to the annual Third Party Sign Tax in accordance with the design features set out in Appendix E to the report (October 20, 2009) from the Deputy City Manager, Cluster B and the Deputy City Manager and Chief Financial Officer:

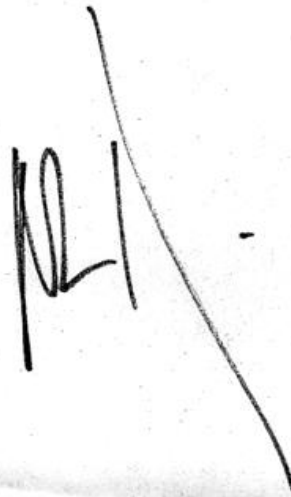
|                           | Class I Signs | Class II Signs | Class III Signs | Class IV Signs | Class V Signs |
|---------------------------|---------------|----------------|-----------------|----------------|---------------|
| Pro-rated per Sign - 2010 | \$442.50      | \$1,125        | \$1,950         | \$4,350        | \$9,375       |
| Rate per Sign - 2011      | \$590         | \$1,500        | \$2,600         | \$5,800        | \$12,500      |

3. That Recommendation 9. be amended by deleting the words "July 1, 2010" and inserting the words "on the date the sign by-law comes into effect" so that such Recommendation 9. to read as follows:

"9. Council adopt an annual Third Party Sign Tax (the "TPST"), payable by all Third Party Sign Owners on each Third Party Sign owned by them, to be effective on the date the sign by-

**law comes into effect, in accordance with the design features set out in Appendix E to the report (October 20, 2009) from the Deputy City Manager, Cluster B and the Deputy City Manager and Chief Financial Officer, with the exception of the rates."**

Last Updated: 2009-12-01 @ 11:04 AM

A handwritten signature or set of initials in black ink, consisting of several vertical and diagonal strokes, located in the center-right portion of the page.