

A PROPOSAL FOR THE HARMONIZATION OF THE SIGN BY-LAW CONCERNING POSTERS ON UTILITY POLES & HOARDINGS

Our proposal is a win/win formula that regulates postering in Toronto. it places restrictions on posters to keep our streets neat and tidy while meeting the requirements of the Supreme Court of Canada ruling (Peterborough vs Ramsden) regarding freedom of expression and postering rights.

The majority of commercial signage on Toronto's utility poles would be illegal under this proposal.

Summary:

The proposal includes the following restrictions:

- Restrictions:
 - size
 - height from ground
 - posters per pole
 - material
 - must be flush to pole
 - cannot block signage
- The proposal allows for removal of signs and fines for violations.
- Posters allowed on all utility poles
- No Fee or stamp required for postering
- No requirement for name, number or date on poster
- Glue allowed, as well as staples and tape

This is a bylaw that can work for everybody. We hope City Council will take the time to review our recommendations.

PROPOSAL FOR THE HARMONIZATION OF THE SIGN BY-LAW CONCERNING POSTERS ON UTILITY POLES & HOARDINGS

1) Placement of posters on certain objects prohibited.

No person shall, by any means, attach, place or display, or cause or permit to be attached, placed or displayed, any poster on or to any tree, bench, recycling bin, waste bin, planter, bicycle rack, traffic or other public signage located within a street.

2) Placement of posters on utility poles and temporary hoardings regulated.

A. Posters may be attached, placed or displayed as follows:

(1) On a utility pole, provided that:

- (a) The poster is not placed higher than two (2) metres above the ground on the utility pole.
- (b) The poster is not placed upon any public signage or notice.
- (c) The poster is no larger than 28 centimetres by 44 centimetres.
- (d) The poster is printed on paper and is not printed on any other material.
- (e) The poster is securely attached flush to the surface of the utility pole with water-soluble paste, one-centimetre staples or removable tape only.
- (f) Only one (1) poster per pole that conveys essentially identical information.

(2) On a temporary hoarding erected by permit, provided that:

- (a) The poster is not placed higher than two (2) metres above the ground on the hoarding.
- (b) The poster is no larger than 28 centimetres by 44 centimetres.
- (c) The poster is printed on paper and is not printed on any other material.
- (d) The poster is not placed upon any public signage or notice, including permitted signage erected by the hoarding permit-holder.
- (e) The poster is securely attached flush to the surface of the hoarding with water-soluble paste, one-centimetre staples or removable tape only.

B. No person shall attach, place, or display or cause or permit the attaching, placing or displaying of a poster to or on a utility pole or hoarding except as permitted under Subsection A.

3) Removal of posters

- A. Despite anything else in this Article, posters may be removed by the Commissioner or hoarding permit-holder in the course of periodic cleaning or maintenance operations or where the poster or sign has been displayed contrary to the provisions of this by-law. Cleaning of poles should occur not more frequently than once per week.
- B. Where a poster has been removed by the Commissioner or hoarding permit-holder under this Article, it may be destroyed or otherwise disposed of by the Commissioner or hoarding permit-holder without any notice or compensation to the person responsible for attaching, placing, or displaying the poster.

4) Fines

Where an illegal sign has been removed under this section, any person responsible for displaying or causing or permitting the displaying of the sign in contravention of this by-law shall receive a warning on their first offense. Following offenses could result in a fine or other penalty that may be imposed under this by-law.