

McMillan Binch

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*Submitted by
Councillor Rae*

33(a)

THIRD PARTY OUTDOOR ADVERTISING INDUSTRY TASKFORCE

c/o 2476 Argentea Rd., Suite 110
Mississauga, ON L5N 6M1

July 19, 2006

Councillor Kyle Rae
City Hall, 2nd Floor
100 Queen Street West
Toronto, Ontario, M5H 2N2

CONSIDER WITH REPORT	<u>6</u>
CLAUSE	<u>27</u>
<u>Toronto + East York, C.L.</u>	

Dear Councillor Rae,

On behalf of the Third Party Outdoor Advertising Industry Taskforce we would like to thank you for your leadership in organizing the July 12, 2006 Information meeting held at City Hall.

Members of the Industry who were present at the meeting decided to meet on July 17 to discuss the City's concerns and establish a Taskforce of Third Party Outdoor Advertising Members. In a concerted effort to comply with the City of Toronto's current sign by-law and as discussed at the information meeting the Taskforce agreed to address the following issues:

Effort to Comply

Within the next six months, we have agreed to act diligently to ensure any existing signs are, in compliance, with respect to size and height limitations, as per the current sign by-law or the permits for the signs.

Removal of non-permitted Signage

We will review our individual inventory and identify the non-permitted locations for potential removal or approval within the next 6 months.

New Signage

No new sign locations will be installed prior to obtaining a valid building permit.

Hand-Painted Murals vs. Vinyl

All current signs operating as a vinyl installation on a mural permitted location shall continue to be operated as a vinyl sign.

DISADVANTAGES OF HAND PAINTED MURALS:

- 1) Hand painted murals are not only time consuming and take up to 3-6 weeks to execute, they also are likely to cause damage to the building's surface as the building's brick cannot breath. Additional damage to nearby buildings and vehicles is caused by the overspray of air brush guns utilized to paint these advertisements.
- 2) The 3rd party advertising industry has and continues to employ artists for the reproduction of 3-D effects, extensions, and touch ups of computer generated vinyl executions.

P.T.O. →

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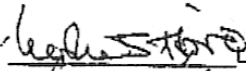
Illegal signage Staff Report

We understand that City Staff has prepared an itemized list of alleged illegal signs. The industry would like to obtain a copy of said list in order to review and confirm the information.

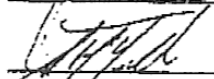
Request for Leniency

Based on the information and commitments outlined in this letter we respectfully are seeking leniency from strict enforcement of the current sign by-law until such time that the new sign by-law has been drafted and enacted.

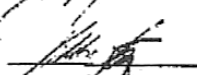
Michael Budd, President, Doubleclutch



Leslie S. Abro, President & CEO, Abcon Media



John McMulkin, CFO, Abcon Media




Viktor Lang, Managing Director, Megaposter

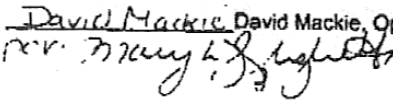


Mitchell Armata, Strategic Media

Danny Stamino, Streetlife Media



Jörg Cieslok, SVP, General Manager, Titan Outdoor Canada



David Mackie, Operations Manager - Titan Outdoor Canada