

July 12, 2005

Mr. Gary Wright
Director, Community Planning
South District
Toronto City Hall
100 Queen Street West
Toronto Ontario
M5H 2N2

Att: Norm Girdhar

Mr. Gary Wright:

Pattison Outdoor is looking to replace its existing third party pedestal signs, with a newer designed third party pedestal sign in its existing locations located primarily in Wards 20, 27 and 28.

The current Municipal Code does not permit the replacing of a third party pedestal sign with a newer designed third party pedestal sign. The newly designed third party pedestal sign will have the same overall dimensions as that of the existing third party pedestal signs and will be located in the same location as the existing ones currently do. The newly designed third party pedestal signs fully meet the definition of pedestal sign as currently contained in the Former City of Toronto Municipal Code.

However the Former City of Toronto Municipal Code does not outright permit this replacement, due the clause contained in the Code which reads: third party pedestal signs are not permitted in MCR zone districts. As a former employee of the City and participant in the Sign By-law rewrites, I believe the intent of this clause was to curb the amount of new sign locations, but at the same time it penalizes those who simply want to replace one for another.

We see the newly designed third party pedestal signs as very much an improvement on the City's streetscape. We view it in the same vein as the new Transit Shelters, as well as the recently adopted Information Kiosks, that are starting to occupy the streetscape. The only difference in our product is that these signs are located on private property, whereas the Transit Shelters and Information Kiosks are located within the public road allowance.

We have approached the City Councillors, namely, Olivia Chow, Kyle Rae and Pam McConnell and have fully explained to them that in the end, there will be a much brighter, fresher product out on the streets. They were favourable of our cause.

Councillor Chow recently moved a Motion at Toronto East York Community Council which reads as follows: