



9 Warton Court
Thornhill, ON L3T 2P3

Georgina Mayor Rob Grossi
York Region Council
17250 Yonge Street
Newmarket, ON L3Y 6Z1

2011.02.27

Re: Illegal advertising

Greetings Mayor Grossi!

Today as I am catching up on reading the recent additions of the local newspaper I came across the article about the overwhelming amount of illegal advertising that is on every pole, mail box or backs of every street sign across the region.

I recall that last year I watched while stopped at a traffic signal while coming home from work an individual using a 20 foot extension ladder place a roofing company sign 10 feet up on a utility pole on Dufferin Street. Consequently the previous week prior I had a conversation with a City of Vaughan councillor about advertising on light standards on Clark Avenue that was visual distraction and a safety hazard of seeing pedestrians crossing at that very busy intersection. At that time councillor Sherman told me that there were no laws on the books to be able to do anything about it. So, I guess that the roofing company sign on the utility pole stayed there until Vaughan Hydro had to do a service call on the pole.

As I read articles like this one it makes me wonder why there has not been an effort to solve this and other on-going problems. As I referenced in my previous conversations with the councillor that there is great number of businesses that have paid hard earned money to the local governments to legally advertise their establishments. If there are no consequences for the illegal advertisers that perhaps the region should be enquiring of the province for such direction. I see it this way if an illegally placed sign such on a pole like the roofing sign mentioned where to come off now it becomes an environmental hazard because of the possibility of creating a traffic accident or personal injury. I look at it on the same lines of illegal dumping of garbage. Keep one thing in mind that garage sale season will soon be opening and all those lovely signs will be hanging off light posts everywhere and some of them for months.

In closing, why is it that the taxpayers have to pay for removal of the illegal signs when the ones who were capable of placing them in the first place gladly give out the phone number or website to contact. I believe if the region was to start levying hefty fines on the un- wanted advertisers that the problem would not exist.

You will probably recall that a few decades ago that we proudly stated on our vehicle license plate "Ontario Keep it Beautiful". Can we say that now, unfortunately I think not.

The urban blight continues with the coming elections signs...

Regards,

Lyle Painter