

**Amendment to Sign By-law No. 3369-79  
to Increase the Current Maximum Number of  
Off-Premise Signs at Various Locations  
Ward 27, York Humber**

*(City Council on November 23, 24 and 25, 1999, adopted this Clause, without amendment.)*

**The York Community Council recommends that:**

- (1) the former City of York By-law No. 3369-79, To Regulate the Erection, Location and Type of Sign and/or Advertising Devices, be amended, to increase the maximum number of off-premise signs from 150 to 177; and**
- (2) that the City Solicitor prepare the amending By-law; and that authority be granted to introduce the necessary Bill in Council to give effect thereto.**

The York Community Council reports, for the information of Council, having:

- (1) held a public meeting pursuant to paragraph 146 of Section 210 of the Municipal Act, R.S.O. 1990, Chapter M.45; and
- (2) requested the Director, Community Planning, West District, to report on the feasibility of further increasing the current maximum number of off-premise signs and on the elimination of the cap in Wards 27 and 28.

**The York Community Council submits the following communication (October 25, 1999) from Mr. John Carley, 218 Humbercrest Boulevard, Toronto:**

I oppose this amendment to increase the current maximum number of off-premise signs. I am familiar with a number of the locations listed and feel that adding signs at these locations will only be to the detriment of the Ward and the City.

Specifically, these signs are:

1. The worst form of visual pollution.
2. A distraction to motorists on busy Metro roads.
3. Reduce the character of the roads upon which they are situated.
4. Prevent proper City boulevard landscaping (e.g. along Dundas Street West) where it is needed.
5. The areas in question are already well-served by signs. (Signs, which increasingly, show poor taste in their displays.)

6. Specific areas, e.g. sections of Dundas Street West are undergoing rejuvenation and revitalization and increasing the number of signs is a backward step.

Generally, changes and alterations to existing by-laws must be made for the improvement and benefit of the citizens in the ward. Increasing the number of signs does not benefit anyone and does not improve the ward.

Please keep me advised of the Community Council's actions.

**The York Community Council also submits for information, Clause No. 13 of Report No. 9 of the York Community Council, titled, "Sign By-law Amendment relating to Sign Permit Applications at Various Locations in the former City of York filed by the Pattison Sign Group, Ward 27, York Humber", which was adopted by City Council at its meeting held on September 28 and 29, 1999:**

(City Council on September 28 and 29, 1999, adopted this Clause without amendment.)

**The York Community Council recommends that:**

- (1) **the 25 applications for additional off-premise sign locations submitted by Pattison Signs as noted in the report dated August 17, 1999 from the Manager, Community Planning, West District, be approved;**
- (2) **the applications by Pattison Signs for another 2 off-premise signs at the following locations, be approved:**
  - **351 Silverthorn Avenue      Canadian Legion at Silverthorn and Rogers Road**
  - **501 Rogers Road              Coffee Time;**
- (3) **the former City of York Sign By-law No. 3369-79 be amended to increase the current maximum number of off-premise sign locations from 150 to 177 to permit the abovementioned 27 additional locations;**
- (4) **the notice be given for a public meeting to consider the proposed amendment to the Sign By-law; and**
- (5) **the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.**

**The York Community Council submits the following report (August 17, 1999) from the Manager, Community Planning, West District:**

Purpose:

To consider amending the maximum number of off-premise sign location set out in former City of York Sign By-law No. 3369-79, as amended to permit a number of Sign Permit applications filed by the Pattison Sign Group.

Financial Sources, Financial Implications and Impact Statement:

There is no impact on capital or operating budgets.

## Recommendations:

It is recommend that:

- (1) a decision be made on whether or not to amend the Sign By-law to increase the current maximum number of off-premise sign locations from 150 to 175 to permit 25 additional locations requested by Pattison Signs as noted in this report and in the event of approval authority be given to staff to take the necessary action to give effect thereto.

## Background:

### Former City of York Sign Review Committee

Prior to amalgamation, in the City of York, the maintenance of Sign By-law 3369-79, as amended and the processing of sign by-law variance applications was shared among the Building, Planning and Economic Development and Legal departments. All sign permit applications requiring variance from the Sign By-law were processed through the Sign By-law Committee. The three member Sign By-law Committee was appointed by the former City of York Council and consisted of the Director of Policy and Administration, Planning and Economic Development Department, the Assistant City Solicitor, Legal Department and the Chief Building Official, Building Department. Recommendations of the Committee relating to Sign By-law matters and variance application were reported through Administrative Services Committee to City of York Council for decision.

Following amalgamation, the City Solicitor and the Chief Building Official for the former City of York, were redeployed and the Sign By-law Committee ceased to function. The process for dealing with sign by-law variance applications in the absence of a Sign Review Committee is the subject of discussions between the Community Planning Division and the Building Division and will be reported on at a later date. On a city-wide perspective a report to North York Community Council has among other matters identified the need for deciding on the harmonization, administration and service delivery relating to Sign By-law Matters. Knowing what decisions are made in relation to the timeframe for the harmonization of the Sign By-laws of the former municipalities, may assist in helping to resolve how the processing of sign by-law variance applications should be undertaken in the short and long term.

### Outstanding Sign By-law Variance Applications

A small number of other applications for minor variances to the sign by-law filed by individual owners are outstanding. These will be reviewed and reported on following discussions and resolution of responsibilities for the processing of sign by-law variance as noted above. The majority of the outstanding applications are in regard to the location of additional off premise sign locations with a combination of single and double faced signs resulting in a total of 40 additional signs. The sign by-law limits the number of off-premise sign locations to a maximum of 150. Pattison Signs has filled applications to permit 25 additional off-premise sign locations and has requested that these applications be forwarded to Community Council for decision.

The applications for additional off-premise sign locations are as follows:

Property/owner	Location	No. of Signs	
CP Railway right-of-way	N/W corner of Dundas St. W. at Scarlett Rd	1	(GS,1)
CP Railway right-of-way	West side Runnymede Rd. at Raybould Ave	2	(GS,2)
CP Railway right-of-way	N/W corner of Dundas St W. at Jane St	1	(GS,2)
CP Railway right-of-way	N/E corner of Weston Rd at Rogers Rd	4	(GS,5)
CP Railway right-of-way	N. side Eglinton Ave W., west of Black Creek Dr	1	(GS,1)
CP Railway right-of-way	E. side Jane Street at overpass north of Weston Rd.	1	(GS,2)
CP Railway right-of-way	W. side Jane Street at overpass north of Weston Rd.	1	(GS,2)
CP Railway right-of-way	South side of Oak St., east of Weston Rd	1	(GS,2)
CP Railway right-of-way	North side of Oak St., east of Weston Rd	1	(GS,2)
CN Railway right-of-way	South side of Castlefield Ave., east of Kincourt St.	1	(GS,2)
CP Railway right-of-way	South side of St. Clair Ave. W, east of Jane St	4	(GS,8)
CP Railway right-of-way	South side of St. Clair Ave. W, east of Scarlett Rd	2	(GS,2)
CP Railway right-of-way	S. side of St. Clair Ave. W., west side of Jane St.	1	(GS,1)
2658 St. Clair Ave W./O. Mann	N/W cor. of St. Clair Ave. W. at Batavia Ave.	1	(RS,2)
1650 Weston Rd./G.Y. Kim	West side Weston Rd., north of Denison Rd. W.	1	(RS,2)
55 Denison Rd. E./L. Fruitman	S/W corner of Jane St. at Denison Rd. E.	2	(GS,4)
	Total	25	(40)

(GS) denotes ground sign (RS) denotes roof sign (2) denotes number of sign faces

#### Comment:

In view of the large number off-premise sign applications, Community Council may wish to consider amending the Sign By-law to raise the limit on locations in order that these application be approved. The former City of York Council in the past has resisted increasing the cap on off-premise signs. Increasing the cap to permit these additional locations will provide one of the major sign companies with more sign locations within the former City of York to compete with other major sign companies with long established existing off-premise sign locations. Favourable consideration of such a request may prompt other similar applications from competitor sign companies. There is no planning basis for increasing the cap at this time particularly in light of the pending review and expected harmonization of the existing sign by-laws for application on a city-wide basis.

#### Conclusions:

Community Council should decide on whether or not to amend the Sign By-law to increase the current maximum number of off-premise sign locations from 150 to 175 to permit 25 additional locations (total 40 sign faces) requested by Pattison Signs as noted in this report and in the event of approval authority be given to staff to take the necessary action to give effect thereto.

#### Contact Name:

L. Moretto, Manager  
Community Planning, West District  
Tel: 394-2610; Fax: 394-2782

- Mr. Ron Barr, Executive Director, Pattison Signs, appeared before the Community Council in connection with the foregoing matter.

*(City Council on November 23, 24 and 25, 1999, had before it, during consideration of the foregoing Clause, a communication (October 26, 1999) from Mr. Kevin Paul, Manager, Sales, Canadian Pacific Railway, regarding a proposed amendment to the former City of York Sign By-law No. 3369-79.)*

