

**Consolidated Clause in North York Community Council Report 5, which was considered by City Council on June 14, 15 and 16, 2005.**

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**Info Pillar Signage - Request for Approval of Site Specific Exemption from Chapter 297, Signs, of the former City of Toronto Municipal Code and Metro By-laws 118 and 211-79, to permit 2 illuminated info pillar signs, for direction and information purposes - 05 131533 ZSV (Ward 16 - Eglinton-Lawrence)**

*City Council on June 14, 15 and 16, 2005, adopted this Clause without amendment.*

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**The North York Community Council recommends that City Council adopt the staff recommendations in the Recommendations Section of the following report (May 26, 2005) from the Director of Building and Deputy Chief Building Official:**

Purpose:

The purpose of this report is to review the application by Astral Media Outdoor on behalf of the Tourism Division of the City of Toronto for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code and Metro By-laws 118 and 211-79, to permit the installation of 2 ground signs, one being in the park located at Yonge Street and St Clements Avenue and the second to be located in the park located at Eglinton Avenue West and Oriole Parkway.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) City Council approve this application and exempt the proposed 2 illuminated ground signs from Chapter 297 of the former City of Toronto Municipal Code and Metro By-laws 118 and 211-79; and
- (2) the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

### Background:

At its meeting of June 22, 2004, City Council adopted the report by the Commissioner, Economic Development, Culture and Tourism and the Chief Financial Officer & Treasurer, respecting the Pilot Project for Twenty-Five Information Pillars at various location throughout the City. The report outlined the results of the Request for Proposals for the design, provision, installation and maintenance of the signs. The signs approved as part of the pilot project are now ready to be installed.

The former City of Toronto Municipal Code, Chapter 297, Signs, would not allow the installation of the 2 proposed signs, without variances. Metro By-laws 118 and 211-79 do not permit the installation of this type of sign on Metro Roads.

### Comments:

#### Sign Locations

The proposed sign locations are Eglinton Park, located at Eglinton Avenue West and Oriole Parkway, and the Yonge Street/St Clements Avenue Parkette.

#### Purpose of Signs

The primary purpose of the signs is for wayfinding by the public. Each sign will contain a district map that identifies sites, services, parks, gardens, cultural centres, educational facilities, major and minor roadways, transit, subways and other relevant information. The signs will include an overall map of the City, in addition to the district specific map. The signs will provide Business Improvement Area (BIA) information including the BIA logo, BIA area map/listings and BIA ads. Some signs include an interactive phone where a user will be able to find out information about Toronto, such as, where to go, what to do and what's on in Toronto. A map dispenser will be included that will dispense a map of the city with the insertion of a toonie.

#### Sign Type - Streetsmart 100.1

The Streetsmart 100.1 has an overall height of 3.05 metres, a width of 1.14 metres and a depth of 1.2 metres. In addition to the features listed in the Purpose of Signs section above, the sign contains two panels with an area of 0.41 square metres for the purpose of third party advertising.

#### Variances Required

Both properties are zoned G, and as such, the signs will not comply with the requirements of the former City of Toronto Municipal Code in that the area of the sign exceeds the maximum permitted area of 2.5 square meters, the height of sign exceeds the maximum height of 2 metres and the third party advertising component is not permitted.

Both Eglinton Avenue West and Yonge Street are Metro Roads, and therefore additional variances are required from Metro By-laws 118 and 211-79, as the proposed signs are not a sign type permitted adjacent to a Metro Road.

Conclusions:

It is recommended that the request for the variances the Chapter 297 or the former City of Toronto Municipal Code and Metro By-law 118 and 211-79 be approved to permit the installation of the 2 signs referenced in this report, to allow for the implementation of the Info Pillar pilot project, that was previously adopted by City Council.

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List of Attachments:

Attachment 1: Sign Type 100.1

(Attachment referred to in the foregoing report were forwarded to all Members of the North York Community Council with the agenda for its meeting on May 31, 2005; and a copy is on file in the City Clerk's Office, North York Civic Centre).