

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

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**Variations from Chapter 297, Signs, of the former  
City of Toronto Municipal Code and Metro  
By-laws 118 and 211-79 - Info Pillar Signage  
(Trinity-Spadina, Ward 20; Toronto Central-Rosedale,  
Wards 27 and 28 and Beaches-East York, Ward 32)**

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

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**The Toronto and East York Community Council recommends that City Council adopt the staff recommendations in the Recommendations Section of the report (May 26, 2005) from the Director, Community Planning, South District, subject to amending the “Summary of Sign Locations and other Relevant Information” contained in the body of the report by changing the location of Site 3 from HTO Park Maple Leaf Quay, to the Rees Street Parkette on the corner of Rees Street and Queen’s Quay.**

**The Toronto and East York Community Council submits the report (May 26, 2005) from the Director, Community Planning, South District:**

Purpose:

The purpose of this report is to review the application by Astral Media Outdoor on behalf of Economic Development and Culture (Tourism) of the City of Toronto for approval of variations 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 20 ground signs in various locations throughout the City as described in the inserted Chart on page 2 of this report.

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 20 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 and 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 20 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:

Summary of Sign Locations and Other Relevant Information

Site	Ward No.	Zoning	Location	Sign Type
1	27	G	Jessie Ketchum Park ( Bay/Davenport)	100.1
2	32	G	Kew Gardens (Queen St. E @ Belfair)	100.1
3	20	G	HTO Park Maple Leaf Quay	100.1
4	20	G	Simcoe Park (Front & Simcoe North – Convention Ctr.)	100.3
5	20	G	Bobbie Rosenfeld Park (Bremner North – CN Tower)	100.1
6	20	CR	Metro Hall Square (King St. South Side)	100.3
7	28	CR	First Canadian Place Parkette (King @ York)	100.1
8	27	G	Nathan Phillips Square 1 (Queen W @ Bay)	100.3
9	27	G	Nathan Phillips Square 2 (Queen W @ York)	100.2
10	27	G	Queens Park East (Wellesley @ Queens Park Circle)	100.1
11	27	G	Queens Park West (Hoskin @ Queens Park Circle)	100.1
12	27	G	Yorkville Parkette (Cumberland, W/O TTC Entrance)	100.1
13	27	CR	Toronto Reference Library	100.1
14	27	G	Bud Sugarman Parkette (Yonge @ Aylmer)	100.3
15	27	G	Parkette (Avenue Road @ MacPherson)	100.1
16	27	Q	University @ College (Provincial – North East Corner)	100.1
17	27	CR	Dundas Square	100.2
18	20	CR	Matt Cohen Park (Spadina-Bloor Parkette)	100.3
19	32	G	Woodbine Park (Lakeshore Blvd @ Coxwell)	100.1
20	27	Q	Hospital for Sick Children	100.1

## 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 Types

There are 3 different types of signs proposed for the Info Pillar Pilot Project. The following are the details of each of the sign types. The chart above includes the sign type being proposed for each specific location. Attachments 1, 2 and 3 show the design of each type of sign.

### 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.

### Streetsmart 100.2

The Streetsmart 100.2 is identical to the Streetsmart 100.1 except it includes an electronic message display at the top of the sign instead of the fixed location descriptor portion. The electronic message display will be used for the purposes of promoting up coming events in the area.

### Streetsmart 100.3

The Streetsmart 100.3 has an overall height of 5.13 metres, a width of 2.26 metres and a depth of 1.93 metres. In addition to the features listed in the Purpose of Signs section above, the sign contains two panels with an area of 1.18 square metres for the purposes of third party advertising.

## Variances Required

Upon review of the permit applications for the installation of the proposed ground signs, it has been determined that aspects of the signs do not comply with Chapter 297 of the former City of Toronto Municipal Code. Dependant the location and type of sign proposed, and the zoning of the property, there are variiances required from the former City of Toronto Municipal Code. The signs proposed for University Avenue, Avenue Road, Lakeshore Boulevard East, Bloor Street West and Yonge Street require additional variiances from Metro By-laws 118 and 211-79.

For signs located on properties zoned G or Q, 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.

For signs located on properties zoned CR, the signs will not comply with the requirements of the former City of Toronto Municipal Code in that a ground sign with third party advertising is not permitted, some signs may be located closer to the intersection point of two streets than the 6 metres required, and if third party advertising is granted, some signs may not be separated at least 60 metres from other third party advertising.

For the signs located on University Avenue, Avenue Road, Lake Shore Boulevard East, Bloor Street West and Yonge Street, 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 20 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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(Copies of the following Attachments in the report were forwarded to all Members of the Toronto and East York Community Council with the agenda for its meeting on May 31, 2005, and copies are on file in the City Clerk's Office:

- Attachment 1: Sign Type 100.1;
- Attachment 2: Sign Type 100.2; and
- Attachment 3: Sign Type 100.3).