

Consolidated Clause in Toronto and East York Community Council Report 6, which was considered by City Council on July 19, 20, 21 and 26, 2005.

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**Info Pillar Signage - Site Specific Exemption
from Chapter 297, Signs, of the former City of Toronto
Municipal Code and Metro By-laws 118 and 211-79
(St. Paul's, Ward 22 and Toronto-Danforth, Ward 29)**

City Council on July 19, 20, 21 and 26, 2005, amended this Clause by referring the ground sign proposed for the Yonge Lawton Parkette back to the Toronto and East York Community Council, to allow the Ward Councillor to consult with local residents.

This Clause, as amended, was adopted by City Council.

The Toronto and East York Community Council recommends that City Council adopt the staff recommendations in the Recommendations Section of the report (July 4, 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 & Culture (Tourism) 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 in locations 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 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 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.

At its meeting of June 14, 15 and 16, 2005, City Council adopted the report dated May 26, 2005 by the Director, Community Planning, South District, respecting variances from the former City of Toronto Municipal Code, Chapter 297, Signs and from Metro By-laws 118 and 211-79 to permit the installation of 20 signs. Since the adoption of the report, 2 of the sign locations have changed and therefore require approval by City Council.

Comments:

Summary of Sign Locations and Other Relevant Information

Ward No. New Sign	Previously Approved Location	New Location	Sign Type
22	Jessie Ketchum Park (Bay/Davenport)	Yonge Lawton Parkette	100.1
27	Hospital for Sick Children	Allan Gardens	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. 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.

Variations 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. The sign proposed for Yonge Street requires additional variations from Metro By-laws 118 and 211-79.

Both signs are located on properties zoned G. The signs and 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 the sign located on Yonge Street, the proposed sign is not a sign type permitted adjacent to a Metro Road.

Conclusions:

It is recommended that the request for the variations 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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(A copy of Attachment 1: Sign Type 100.1, was forwarded to all Members of the Toronto and East York Community Council with the agenda for its meeting on July 5, 2005, and a copy is on file in the City Clerk's Office.)