



STAFF REPORT INFORMATION ONLY

Comprehensive Billboard Audit of Ward 17

Date:	December 15, 2008
To:	Etobicoke York Community Council
From:	Manager, Municipal Licensing & Standards, Etobicoke York District
Wards:	Ward No.17 - Davenport
Reference Number:	ML&S Folder No.: #08-226690 SIN 00 IR, #08-226696 SIN 00 IR #08-159551 SIN 00 IR, #08-159577 SIN 00 IR #08-159623 SIN 00 IR, #08-160034 SIN 00 IR #08-224929 SIN 00 IR, #08-229845 SIN 00 IR #08-229854 SIN 00 IR, #08-229855 SIN 00 IR #08-229858 SIN 00 IR

SUMMARY

This report provides a status update on the Billboard Audit of Ward 17.

FINANCIAL IMPLICATIONS

There are no financial implications.

ISSUE BACKGROUND

On motion by Councillor Palacio, the Etobicoke York Community Council in its Meeting on April 8, 2008 directed the Manager of Municipal Licensing and Standards:

1. To undertake a comprehensive walkabout with the Ward Councillor and local BIA to view concerns related to illegal billboard signs and identify those signs believed to be illegal, so that Municipal Licensing and Standards staff may take the appropriate action to bring these signs into compliance with the regulations.
2. To report back to Etobicoke York Community Council in six (6) months on status of compliance.

As a result of a meeting with Councillor Palacio on December 5, 2008, ten (10) specific billboard sign locations were identified as the subject of this Audit, including the following:

- (a) 165 Rogers Road
- (b) 2080 Dufferin Street
- (c) 48 and 50 Caledonia Park Road
- (d) 1294 St. Clair Avenue West
- (e) 1163 St. Clair Avenue West
- (f) 404 Old Weston Road
- (g) 423 Old Weston Road
- (h) 1293 St. Clair Avenue Road
- (i) 1169 St. Clair Avenue Road
- (j) 32 Caledonia Road

COMMENTS

This report was prepared on basis of the information available to date and investigation is on-going. Permit files have been requested from City Archive and this will help in determining if the respective sign installations are in compliance. Details of the investigation of the ten Billboard Sign locations in Ward 17 are provided as follows:

(a) 165 Rogers Road (Attachment 1)

Inspection revealed two 3.0 metres x 6.1 metres (10 feet x 20 feet) illuminated third party roof signs being erected by CBS Outdoor at this location. Record shows a Permit #00-334921 was issued on September 7, 2000 for “Third party Billboard (to give up Billboard for 366 Oakwood Avenue)”. The permit file was closed on November 5, 2001.

(b) 2080 Dufferin Street (Attachment 2)

A V-shaped 3.0 metres x 6.1 metres (10 feet x 20 feet) illuminated third party roof sign consists of two faces were found to be erected by CBS Outdoor at the property. Record shows a Permit #99-0135 was issued by the former City of York on March 11, 1999 for a “Sign”. The permit file was closed on December 31, 1999.

(c) 48 and 50 Caledonia Park Road (Attachment 3)

The address of 48 Caledonia Park Road is a convenient address for 50 Caledonia Park Road. There were two ground signs and two roof signs found at this location, including a 3.0 metres x 6.1 metres (10 feet x 20 feet) back to back illuminated third party roof sign at the building to the south (48 Caledonia Park Road) and a similar one of 3.0 metres x 4.8 metres (10 feet x 16 feet) in size at the building to the north (50 Caledonia Road). Both signs were erected by Pattison Outdoor Advertising. The ground signs were shown to be erected by Astral Media.

In its Meeting on January 27, 28 and 29, 2004, City Council adopted the recommendation of the then Toronto South Community Council to approve an illuminated roof sign for third party advertising purposes at 48 Caledonia Park Road. This sign was erected under a Permit #04-118007 issued on October 4, 2004. This permit file is still active. In addition to the sign at this location, a search of the former City of Toronto record revealed four other sign permits being issued for 50 Caledonia Road, including:

- i. Permit #153248 issued on October 3, 1980 to erect a 3.0 metres x 4.8 metres (10 feet x 16 feet) roof sign (no specification with respect to illumination);
- ii. Permit #384122 issued on October 17, 1996 to install an illuminated third party ground sign with a surface area 18.58 square metres;
- iii. Permit #385258 also issued on October 17, 1996 to install a 3.0 metres x 7.0 metres (10 feet x 23 feet) illuminated ground sign; and
- iv. Permit #394960 issued on February 19, 1997 to erect a 3.0 metres x 6.1 metres (10 feet x 20 feet) non-illuminated third party ground sign in accordance with the Minutes of Settlement approved by City Council on February 3, 1997.

(d) 1294 St. Clair Avenue West (Attachment 4)

A 3.0 metres x 6.1 metres (10 feet x 20 feet) two-sided illuminated third party roof sign was found to be erected by Pattison Outdoor Advertising at the property. Record shows a Permit #05-197634 was issued on January 23, 2006 to erect a third party illuminated roof sign as approved by Council. The permit file is still active.

In its Meeting on September 28, 29 and 30, 2005, City Council adopted the recommendation of the Etobicoke York Community Council to approve an illuminated roof sign for third party advertising purposes at 1294 St Clair Avenue West.

In responding to the inquiry about the requirement to install a Business Improvement Area (hereinafter referred to as “BIA”) logo on the sign (similar to the one as shown attached to the roof sign at 1293 St. Clair Avenue West, Attachment 8), this is not a condition in the Sign By-law Variance approval granted by City Council.

(e) 1163 St. Clair Avenue West (Attachment 5)

A third party roof sign was found to be erected by Pattison Outdoor Advertising at the property. Record shows a Permit #02-138541 was issued on August 28, 2002 to erect a 3.6 metres x 4.8 metres roof sign, as approved by City Council. This approval was granted with conditions. This permit has been closed.

In its Meeting on May 21, 22 and 23, 2002, City Council adopted the recommendation of the then Humber York Community Council to approve a roof sign at 1163 St Clair Avenue West on a temporary basis, which would expire on the date falling one year after the date the building permit for the sign is issued, subject to:

- i. A Building Permit being obtained for the temporary sign within three (3) months of approval by City Council;
- ii. The temporary sign being installed substantially in accordance with the application plans on file with the Building Division, South District, within three months of the building permit issuance;
- iii. The owner of the property providing an undertaking satisfactory to the Director of Community Planning, South District, to remove the temporary sign by the date falling one year after the date the building permit for the sign is issued; and
- iv. The owner of the property providing a letter of credit or other form of security satisfactory to the Director of Community Planning, South District, to secure the undertaking as described above.

On basis of the said conditions, the property owner was required to remove the sign by August 28, 2003, i.e., one year after the date when the building permit for the sign was issued. The sign remains on the property.

(f) 404 Old Weston Road (Attachment 6)

A 3.0 metres x 6.1 metres (10 feet x 20 feet) two sided third party ground sign (at the north side parking lot) and a 3.6 metres x 4.8 metres ground sign (on the south side of the building) were found to be erected by Pattison Outdoor Advertising at the property. Record shows the two signs were installed under Permit #01-158119 issued on September 21, 2001 and the permit file is closed.

(g) 423 Old Weston Road (Attachment 7)

A 3.0 meters x 6.1 metres (10 feet x 20 feet) third party ground sign with an unidentified installer was found to be erected behind the fence at this City-owned storage yard. The address of 425 Old Weston Road as posted on the fence is a convenient address for 423 Old Weston Road.

In its Meeting on May 13 and 14, 1998, City Council adopted the recommendation of the Toronto Community Council to approve the application for Sign By-law Variance to maintain an illuminated third party ground sign of 6 metres long and 3 metres high at the property. The applicant was advised of the requirement to obtain the necessary permit.

A search of the record did not show a Building Permit being issued for the sign.

(h) 1293 St. Clair Avenue West (Attachment 8)

This illuminated roof sign was installed by CBS Outdoor under Building Permit #05-197634 in accordance with the City Council's decision.

In its meeting on September 25, 26 and 27, 2006, City Council adopted the recommendation of the Etobicoke York Community Council to approve the Sign By-law Variance to permit the replacement of an existing roof sign with a larger and double-sided illuminated roof sign at 1293 St. Clair Avenue West, on the condition that the sign is not illuminated after 11 p.m. No complaint has been recorded for violation of this condition. The permit file is still active.

While there was no requirement in the approval to install a BIA logo as part of the sign, the signage for Corso Italia, the local BIA, has been attached to the sign.

(i) 1169 St. Clair Avenue West (Attachment 9)

A 3.0 metres x 6.1 metres (10 feet x 20 feet) double-sided illuminated third party roof sign was found to be erected by Pattison Outdoor Advertising at the property. Record shows a Permit #06-184360 was issued on November 16, 2006 to erect this sign as approved by Council. The permit file is still active.

In its Meeting on September 25, 26 and 27, 2006, City Council adopted the recommendation of the Etobicoke York Community Council to approve the request for a Sign By-law Variance to permit a third party illuminated roof sign at 1169 St. Clair Avenue West.

(j) 32 Caledonia Road (Attachment 10)

Inspection revealed three illuminated billboard signs being installed at this property, including two ground signs, one being first party and the other one third party, and a roof sign. All these signs were installed under permits issued by the former City of Toronto, namely:

- i. Permit #228169 issued on November 12, 1985 to erect a projecting illuminated sign 0.9 metres x 3.0 metres first party sign;
- ii. Permit #370736 issued on April 24, 1995 to install an illuminated third party ground sign; and
- iii. Permit #375738 issued on August 10, 1995 issued on August 10, 1995 to construct a 3.0 metres x 6.1 metres (10 feet x 20 feet) illuminated third party single face roof sign.

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SIGNATURE

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ATTACHMENTS

- Attachment 1: Photos of the Signs at 165 Rogers Road
- Attachment 2: Photos of the Sign at 2080 Dufferin Street
- Attachment 3: Photos of the Signs at 48 and 50 Caledonia Park Road
- Attachment 4: Photo of the Sign at 1294 St. Clair Avenue West
- Attachment 5: Photos of the Sign at 1163 St. Clair Avenue West
- Attachment 6: Photos of the Signs at 404 Old Weston Road
- Attachment 7: Photos of the Sign at 423 Old Weston Road
- Attachment 8: Photo of the Sign at 1293 St. Clair Avenue Road
- Attachment 9: Photos of the Sign at 1169 St. Clair Avenue Road
- Attachment 10: Photos of the Signs at 32 Caledonia Road



Attachment 1: Photos of the Billboard Signs at 165 Rogers Road



Attachment 2: Photos of the Billboard Sign at at 2080 Dufferin Street



Attachment 3:

**Photos of the Billboard Signs at
48 and 50 Caledonia Park Road**





Attachment 4: Photo of the Billboard Sign at 1294 St Clair Avenue West



Attachment 5: Photos of the Billboard Sign at 1163 St Clair Avenue West



Attachment 6: Photos of the Billboard Signs at 404 Old Weston Road



Attachment 7: Photos of the Billboard Sign at 423 Old Weston Road



Attachment 8: Photo of the Billboard Sign at 1293 St Clair Avenue West



Attachment 9: Photos of the Billboard Sign at 1169 St Clair Avenue West



Attachment 10: Photos of the Billboard Signs at 32 Caledonia Road