



STAFF REPORT ACTION REQUIRED

Amendments to Schedule A, Maps to Chapter 694, with respect to 861 Avenue Road

Date:	August 3, 2010
To:	Planning and Growth Management Committee
From:	Chief Building Official and Executive Director, Toronto Building
Ward:	Ward 22-St. Paul's
Reference Number:	P:\2010\Cluster B\BLD\CBO Office\2010PG10014

SUMMARY

This report reviews and makes recommendations on a request by Crista Dominick of CTM Design Services, on behalf of Suncor Energy, to obtain an amendment to Schedule A, Maps, to Chapter 694, Signs, General, of the City of Toronto Municipal Code. The recommendation is to amend Schedule A, Maps, to Chapter 694, Signs, General, by amending Sign District Map Ward 22: St. Paul's to designate the commercial property municipally known as 861 Avenue Road as a C-Commercial Sign District.

Staff recommend adopting the recommendations as the proposed amendment meets the intent and purpose of Chapter 694, Signs, General, of the City of Toronto Municipal Code.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building recommends that:

1. Chapter 694, Signs, General, be amended to establish the premises municipally known as 861 Avenue Road as a C-Commercial Sign District by replacing Sign District Map Ward 22: St. Paul's of Schedule A, Maps, with the map attached as Appendix A; and
2. The City Solicitor be authorized to prepare the necessary Bills for introduction in Council to implement the above recommendations, subject to such stylistic and technical changes to the draft bills as may be required.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

New Sign Regulation and Revenue Strategy

(<http://www.toronto.ca/legdocs/mmis/2009/pg/bgrd/backgroundfile-24387.pdf>)

New Sign Regulation and Revenue Strategy: Additional Considerations

(<http://www.toronto.ca/legdocs/mmis/2009/cc/bgrd/backgroundfile-25449.pdf>)

ISSUE BACKGROUND

Chapter 694, Signs, General, was introduced to create a single by-law to regulate permanent signs within the City, to replace the inconsistent standards for signage established by the various sign by-laws of the seven pre-amalgamation area municipalities. Unlike the previous sign by-laws, which established the signage regulations for properties based on the various zoning designations assigned which were generally based on the existing 43 zoning by-laws of the seven pre-amalgamation area municipalities, Chapter 694 establishes specific sign district designations for each property in the City through a series of maps which form Schedule A, Maps, to the Chapter. Sign district designations generally correspond to the Toronto Official Plan's vision of future growth and development.

In establishing the sign district designations for Chapter 694, staff reviewed the current zoning designations for the subject property, property assessment data, the land use of the property at the time of the enactment of Chapter 694 and designations of the Official Plan. Chapter 694 sign designations are intended to be consistent with City Council's future growth and development objectives for Toronto.

Public Notice as required by Chapter 162, Notice, Public, of City of Toronto Municipal Code, has been provided. As well, the additional notice required by Chapter 694, has been served to the owners of all properties and the mailing addresses of residential and business tenancies within a 120-metre radius of the premises and the notice of the application has been visibly posted on the premises for not less than 30 days.

COMMENTS

According to building permit records, the current gas station located on the property municipally known as 861 Avenue Road has been in use and operation consistently since well before 1960. Through consultation with staff in Toronto Building, the signage currently erected and displayed at the premises is deemed to be lawfully existing.

The gas station is currently undertaking a "re-branding" exercise whereby the existing logo and image of "Petro-Canada" will be changed to "Husky." This "re-branding" exercise is consistent with a project undertaken by Suncor Energy to replace the logos and images of 98 existing gas stations throughout the Greater Toronto Area. Suncor Energy's intention is to, in the "re-branding" exercise, erect signage that will comply with

Chapter 694 provisions pertaining to the C-Commercial sign district and not be out of character with the signage that currently exists on the property.

Although located in an R2 Z0.6 zone, as provided for in the applicable Zoning By-law (former City of Toronto – 438-86, as amended), the use and operation of the gas station has been treated consistently as a legal non-conforming use and there appears to be no intention to otherwise alter or change this primary, lawfully-existing use. Sign designations were assigned to properties in accordance with the applicable zoning, Official Plan designations and permitted use of the property at the time that Chapter 694 was to be adopted. As a result of this legal non-conforming status, the property known as 861 Avenue Road was designated R-Residential, which is inconsistent with this longstanding and active use of the property. As a result, it is recommended that Chapter 694, Signs, General, be amended to provide this property with the appropriate sign district designation, C-Commercial.

Furthermore, the illumination regulations contained in § 694-18 will apply to all signage which receives permission and approval under Chapter 694, which will provide protection to neighbouring sensitive uses, including residential and open space uses.

CONTACT

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SIGNATURE

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ATTACHMENTS

Appendix A: Revised Sign District Map Ward 22: St. Paul's of Schedule A Maps to Chapter 694, Signs, General