



**STAFF REPORT  
ACTION REQUIRED**

**Amendments to Schedule A, Maps to Chapter 694, with respect to 30 Weston Road**

<b>Date:</b>	August 3, 2010
<b>To:</b>	Planning and Growth Management Committee
<b>From:</b>	Chief Building Official and Executive Director, Toronto Building
<b>Ward:</b>	Ward 11--York South-Weston
<b>Reference Number:</b>	P:\2010\Cluster B\BLD\CBO Office\2010PG10015

**SUMMARY**

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This report reviews and makes recommendations on a request by Ryan Moore of MHBC Planning Consultants, on behalf of Riotrin Properties (Weston) Inc. 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 11: York South-Weston to designate the property municipally known as 30 Weston 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**

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**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 30 Weston Road as a C-Commercial Sign District by replacing Sign District Map Ward 11: York South-Weston 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 recommendation, 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**

30 Weston Road and Part of 33 Gunns Road – Rezoning and Site Plan Applications – Final Report

<http://www.toronto.ca/legdocs/mmis/2009/ey/bgrd/backgroundfile-24576.pdf>

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 and 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**

The premises municipally known as 30 Weston Road underwent a Zoning By-law Amendment at City Council's meeting on November 30; December 1, 2, 4, and 7, 2009. On December 4, 2009, City Council enacted By-law No. 1203-2009, which amended City of Toronto's General Zoning By-law, 438-86, to replace the existing I3-Industrial zoning designation with an IC-Industrial Commercial zoning designation, for the premises. The purpose of the amendment, in part, was to allow for a redevelopment proposal which introduced small and mid-sized retail, office and service shops,

comprising approximately 51,500 square metres out of a former agribusiness supplier and vegetable oil processing plant.

City Council's adoption of the amendment to the zoning designation occurred at the same meeting as City Council's adoption of Schedule A, Maps, to Chapter 694. This resulted in the inadvertent adoption of a signage designation for the premises which was based on the use of the premises and zoning designations applicable to the property as it stood prior to City Council's enactment of By-law No. 1203-2009.

Based on Council's approval of Item EY31.16, which resulted in an amendment to the former City of Toronto's General Zoning By-law, 438-86, the E-Employment sign district designation assigned to this property is not the most appropriate sign district designation. A C-Commercial sign district designation is a more appropriate designation for these lands as the premises undergoes this approved redevelopment. The C-Commercial sign district designation provides the opportunity to balance the need for signage with the public interest in achieving quality in the City's appearance and visual environment. Signage proposed through this designation will contribute positively to establishing the visual quality of the City's built environment and public realm. The regulations would provide for signs which read as appropriate to their surroundings, complement their context and not appear out of place.

It should also be noted that the applicant sought to establish a Signage Master Plan (as provided in § 694-31) for the subject property; however, through a review by staff it was felt to be more appropriate to process the application as a general amendment to the sign district maps. It is expected that subsequent sign permit applications will follow this recommended amendment.

## **CONTACT**

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## **SIGNATURE**

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V. Ann Borooah  
Chief Building Official and Executive Director, Toronto Building

## **ATTACHMENTS**

Appendix A: Revised Sign District Map Ward 11: York South-Weston of Schedule A  
Maps to Chapter 694, Signs, General

Amendment to Schedule A, Maps, to Chapter 694 – 30 Weston Road