



**STAFF REPORT
ACTION REQUIRED**

**Amendments to Chapter 694, Sign By-law Amendment
for 14 Strachan Avenue**

Date:	August 13, 2010
To:	Planning and Growth Management Committee
From:	Chief Building Official and Executive Director, Toronto Building
Ward(s):	Ward 19 – Trinity-Spadina
Reference Number:	P:\2010\Cluster B\BLD\CBO Office\2010PG10011

SUMMARY

This report reviews and makes recommendations on a request by Bill Dalton of IBI Group, on behalf of 863880 Ontario Limited c/o David Moscovitz, for a site specific amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code to permit for the erection of a ground sign on the premises municipally known as 14 Strachan Avenue, on the following conditions: the permit for the erection and display of the sign is non-renewable and shall expire on March 31, 2018, and that the existing roof sign located approximately 80 metres to the west on the same premises is removed.

The proposed amendment will result in the elimination of a large format third party roof sign from the Gardiner Corridor. The proposal will also result in the eventual removal of a large format third party ground sign, furthering the objectives of Chapter 694, with respect to the protection of panoramic views of the City’s skyline, and will ensure that signage will reflect the increasingly residential nature of the area upon conclusion of the redevelopment of the area.

Staff recommend approval of the application for a Sign By-law amendment in general accordance with the specific permission previously contemplated by City staff and approved by City Council.

RECOMMENDATIONS

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

1. City Council approve an amendment to Chapter 694, Signs, General, to adopt a site specific amendment for the property municipally known as 14 Strachan Avenue, substantially in accordance with the administrative design features as set out in Appendix A to this report;
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; and
3. The builder undertake to provide in any new Purchase and Sale Agreements for any residential units to be located on the lands known as 14 & 20 Strachan Avenue, 39 & 51 East Liberty Street and 19 Western Battery Road a written “Buyer Beware” notice to all the future buyers of the residential units stating that an illuminated third party ground sign of such size and height is located to the south of these buildings.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

Variances from Chapter 297, Signs, of the former City of Toronto Municipal Code - 14 Strachan Avenue (Trinity-Spadina, Ward 19)

(<http://www.toronto.ca/legdocs/2003/agendas/council/cc030922/to9rpt/cl049.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>)

Release of Section 30 Agreement Concerning Lands on the West Side of Strachan Avenue

(<http://www.toronto.ca/legdocs/mmis/2010/gm/reports/2010-05-20-gm31-cr.htm#GM31.16>)

ISSUE BACKGROUND

At its meeting held on September 22, 23, 24 and 25, 2003, City Council previously approved the variances from Chapter 297, Signs, of the former City of Toronto Municipal Code required to replace the existing “Inglis” third party roof sign with a third party ground sign. The proposed sign approval was subject to certain conditions, which are reflected in the current application. However, due to alterations with respect to the related development of the area, the applicant was unable to meet the transition provisions provided for in Chapter 694 to rely upon the previous permissions granted by the City, as a sign permit application for the new third party ground sign was not submitted prior to April 6, 2010, as required by Subsection 694-42A of Chapter 694.

At its meeting held on September 22, 23, 24 and 25, 2003, City Council approved replacing the existing “Inglis” roof sign with a ground sign at a location approximately 60 metres to the east of the existing sign until March 31, 2018. This permission was granted and related to assist in the anticipated redevelopment of surrounding area arising from the proposed Front Street Extension. The proposed relocation of the third party sign was reflected in the terms of an Agreement between 863880 Ontario Limited and the City of Toronto pursuant to Section 30 of the *Expropriations Act*.

However, as the Front Street Extension is no longer being contemplated, the Section 30 Agreement is “winding down” and expected to be superceded by a new Subdivision Agreement to permit redevelopment and allow for the construction of four residential towers at 14 Strachan Avenue, 39 to 51 East Liberty Street and 19 Western Battery Road. The proposed relocation of the sign is consistent with the proposed Subdivision Agreement and will assist in the redevelopment of the area.

Additionally, construction on a rail separation on Strachan Avenue to facilitate a high speed rail connection between Pearson International Airport and Union Station is scheduled to commence in 2011. This project, which was approved by Toronto City Council, will impact the use of the applicant’s lands municipally known as 19 Western Battery Road. No. 19 Western Battery Road will function as a traffic diversion route, for Strachan Avenue during construction of the rail separation. Due to 19 Western Battery Road functioning as a traffic diversion route for the construction of the Strachan Avenue rail separation, the applicant has been required to alter their construction schedule, requiring construction to commence on the redevelopment of 14 Strachan Avenue sooner than originally anticipated.

COMMENTS.

The property is located south of King Street West on the west side of Strachan Avenue, generally within the triangle bounded by the CPR line to the north and east, the CNR line to the south, and Strachan Avenue to the east. The property is located in an E-

Employment sign district and third party ground signs are permitted. The property is adjacent to the Gardiner Gateway Special Sign District (GG-SSD) where Chapter 694, would permit, under certain conditions, signs similar to the proposed ground sign.

An amendment to Chapter 694 is required to ensure that continued display of large scale third party advertising structures does not continue past the expiration of the sign lease for the current sign: March 31, 2018. While §694-9 of Chapter 694 provides for the expiration of a sign permit five years from the date of issuance, §694-10 allows issued sign permits to be potentially renewed for additional five-year periods. The applicant is requesting that the permit for this particular sign expire on March 31, 2018 and that it not be subject to the renewal provisions of Chapter 694. This will ensure that the proposed sign shall be removed shortly after the completion of the redevelopment of the area.

The applicant is seeking permission to replace the existing illuminated “Inglis” roof sign with a “V”-shaped illuminated ground sign containing electronic static copy. The existing roof sign is 25.36 metres high and contains two sign faces, each with a sign face area of 150 square metres and each sign face displaying static copy. The existing roof sign has been displayed in this area for more than 35 years.

The proposed ground sign would be located approximately 80 metres to the east from the location of the current roof sign. The proposed ground sign would be of a maximum height of 21.68 metres. The proposed sign would contain two sign faces, each displaying electronic static copy, and each 16.92 metres wide and 8.15 metres high. The total sign face area of each sign face would be 138.10 square metres. The proposed sign would comply with the provisions of Chapter 694 with respect to the manner and display of electronic static copy and illumination.

Although the proposed sign will be erected and displayed for a short period during the redevelopment of this property, and will be located within a short distance from residential condominium developments and the Gardiner Expressway, staff recommend the adoption of this proposal. The proposal will allow for the removal of the existing large scale roof sign, which will result in the removal of a large scale third party advertising device in the area, in a manner which is compatible with the proposed redevelopment of the surrounding area.

Staff are satisfied in recommending the approval of this application with the conditions mentioned in this report and for a period not extending beyond March 31, 2018.

CONTACT

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SIGNATURE

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

ATTACHMENTS:

Appendix A: Administrative Design – Sign By-law Amendment for 14 Strachan Avenue
Appendix B: Applicant's Submitted Drawings