

APPENDIX B: DETAILED REVIEW OF STRATEGIC MEDIA SIGN LOCATIONS PROPOSED AS PART OF THIS SIGNAGE MASTER PLAN

Ward 14:

1678 Bloor Street West

Table – Summary of Sign Proposal for 1678 Bloor Street West

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Residential	Commercial Residential	Public Roadway	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	West	West	No Difference
Sign Dimensions (m) (width x length)	Not Available	12.2 x 9.14	Not Available
Sign Size (m ²)	219	111.5	-107.5
Sign height (m)	18	18	0
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		28	
Distance to nearest Third-Party Sign:		60	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 1678 Bloor Street West

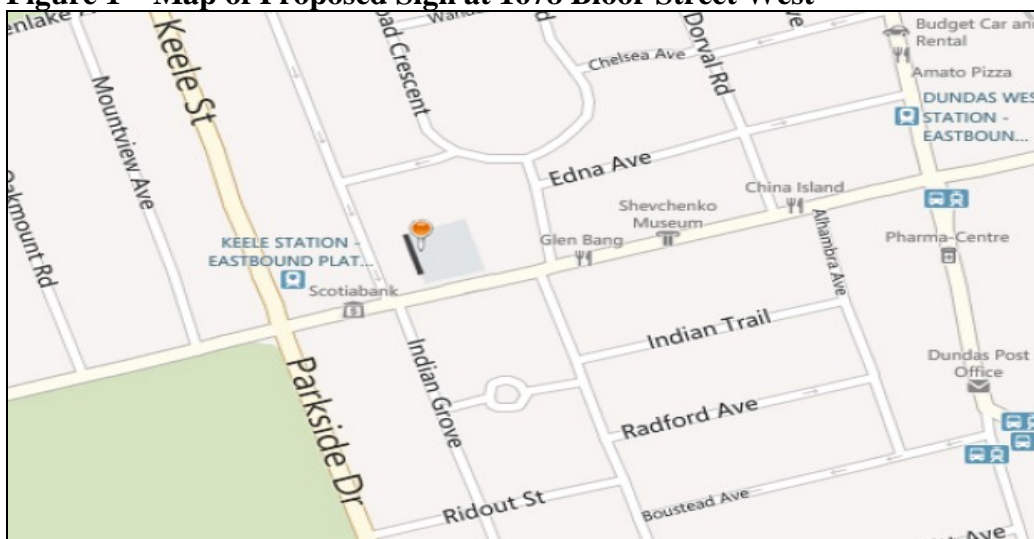
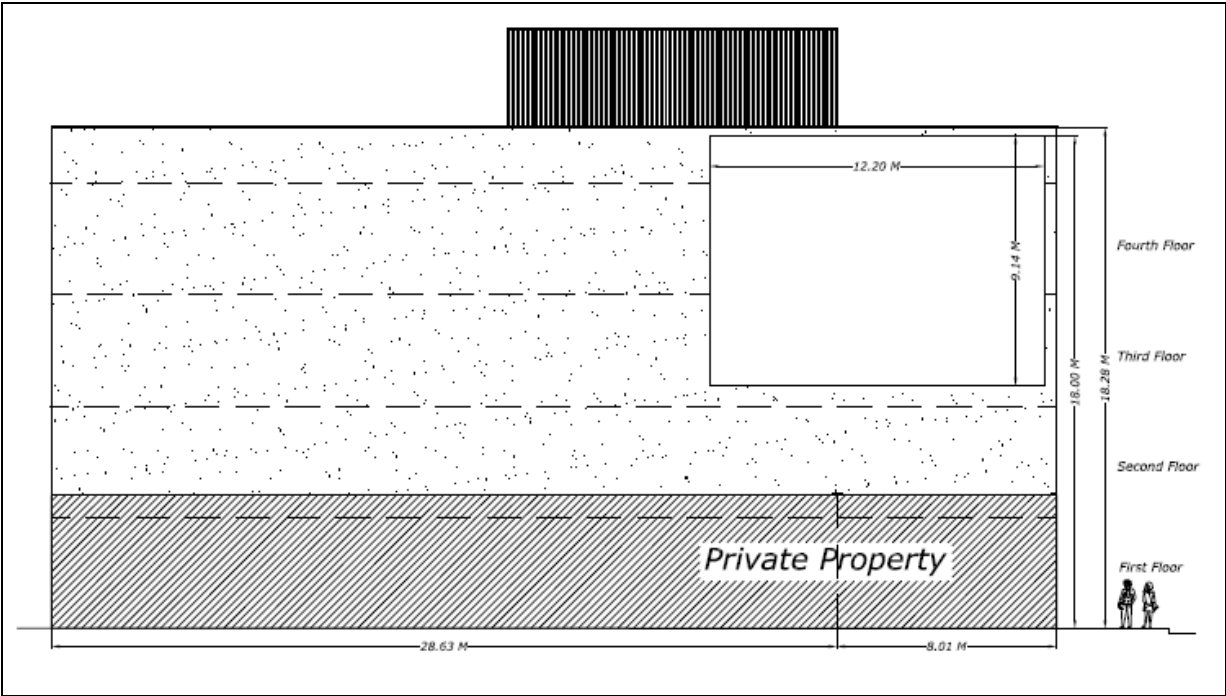


Figure 2 – Photo Rendering of Proposed Sign at 1678 Bloor Street West



Figure 3 – Sketch of Proposed Sign at 1678 Bloor Street West



Site Context - 1678 Bloor Street West

- The subject property is a four-storey office and retail building, west of High Park and Keele Street subway station;
- To the west is a single-storey commercial office and a nine-storey residential retirement building;
- To the east are a series of auto-service facilities;
- To the south is a place of worship; and,
- To the north is the Bloor-Danforth subway line and low-density single family dwellings.

Ward 18:

985 College Street

Table – Summary of Sign Proposal for 985 College Street

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Commercial Residential	Residential	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	West	West	No Difference
Sign Dimensions (m) (width x length)	5.4 x 4.8	6 x 4.6	0.6 x -0.2
Sign Size (m ²)	25.9	27.6	1.7
Sign height (m)	6.9	6.9	0
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		27.3	
Distance to nearest Third-Party Sign:		76.9	
Distance to nearest Intersection:		16.6	

Figure 1 – Map of Proposed Sign at 985 College Street

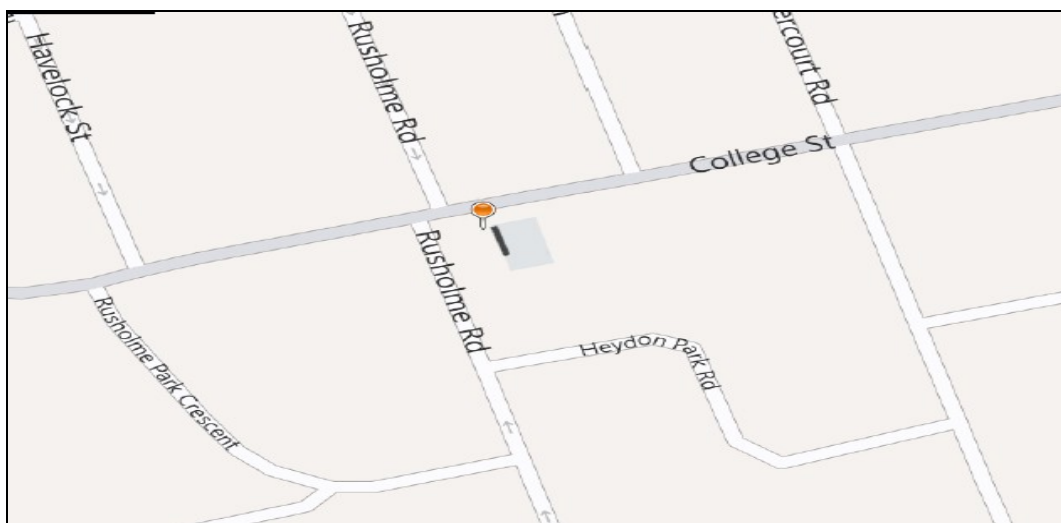
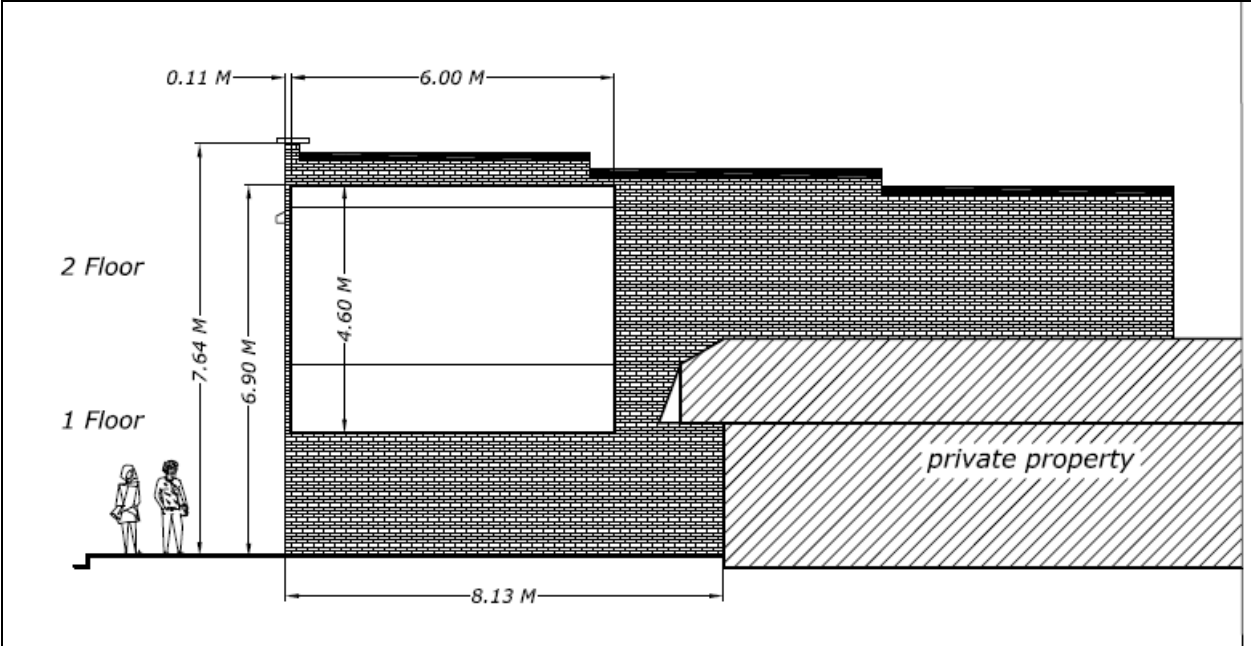


Figure 2 – Photo Rendering of Proposed Sign at 985 College Street



Figure 3 – Sketch of Proposed Sign at 985 College Street



Site Context – 985 College Street

- The subject property is a two-storey commercial building, on the south side of College Street and east of Rusholme Road;
- To the north is a residential apartment building;
- To the east is a strip of commercial buildings;
- To the south are residential dwellings; and,
- To the west is a restaurant as well as residential dwellings.

Ward 19:

450 Bathurst Street

Table – Summary of Sign Proposal for 450 Bathurst Street

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Public Roadway	Commercial Residential	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No difference
Sign Dimensions (m) (width x length)	6.7 x 6.7	6.7 x 6.7	0
Sign Size (m ²)	44.96	44.89	-0.07
Sign height (m)	10	10	0
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:	18		
Distance to nearest Third-Party Sign:	35		
Distance to nearest Intersection:	Greater than 30		

Figure 1 – Map of Proposed Sign at 450 Bathurst Street

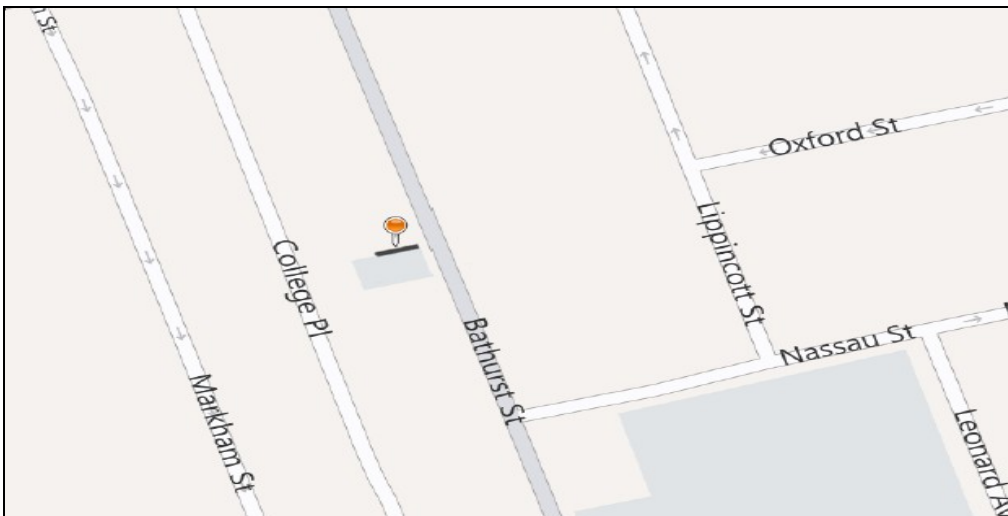
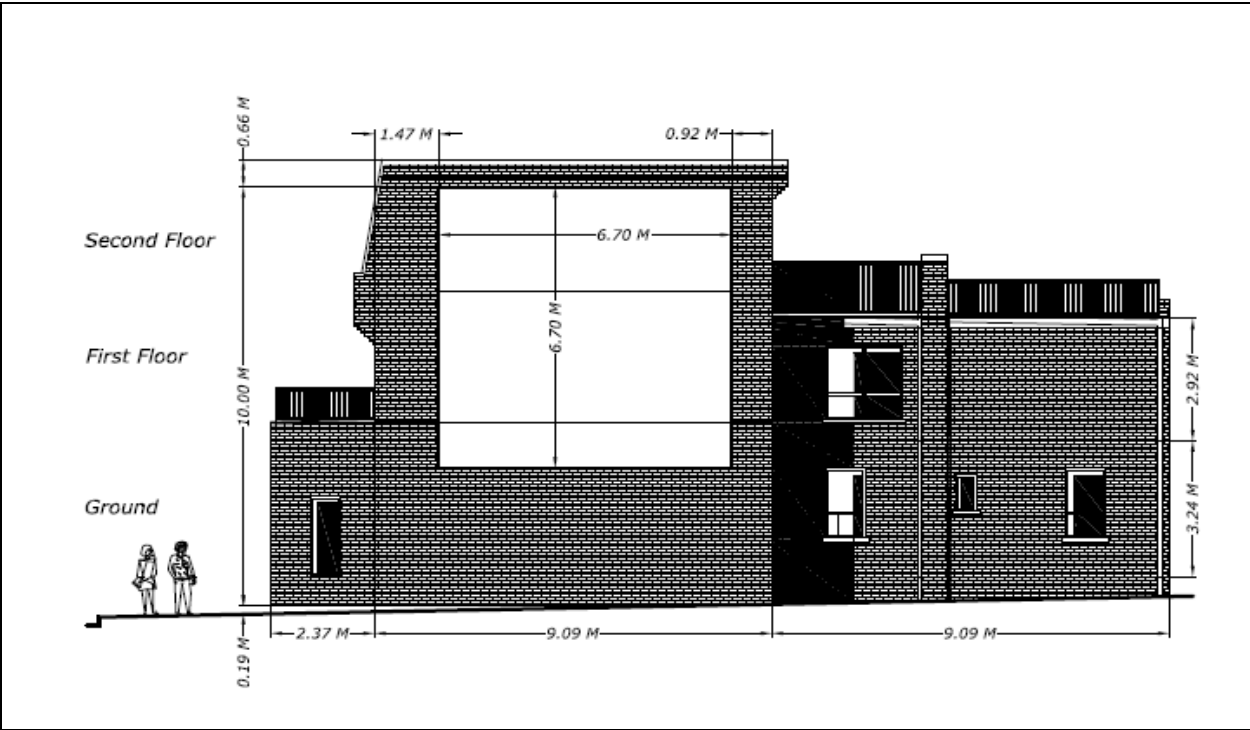


Figure 2 – Photo Rendering of Proposed Sign at 450 Bathurst Street



Figure 3 – Sketch of Proposed Sign at 450 Bathurst Street



Site Context – 450 Bathurst Street

- The subject property is a three-storey commercial/residential building on the west side of Bathurst Street between College Street and Dundas Street West;
- To the north is a parking lot for "The Beer Store";
- To the south is another commercial building;
- To the west is a public lane with industrial and commercial-residential uses; and,
- To the east is Bathurst Street and mid-rise institutional and low-rise commercial use buildings.

Ward 19:

805 Bloor Street West

Table – Summary of Sign Proposal for 805 Bloor Street West

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Commercial Residential	Residential	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	West	West	No difference
Sign Dimensions (m) (width x length)	Not available	6.1 x 7.3	Not available
Sign Size (m ²)	30.87	44.53	13.66
Sign height (m)	11.2	14	2.8
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:	20		
Distance to nearest Third-Party Sign:	55		
Distance to nearest Intersection:	25		

Figure 1 – Map of Proposed Sign at 805 Bloor Street West

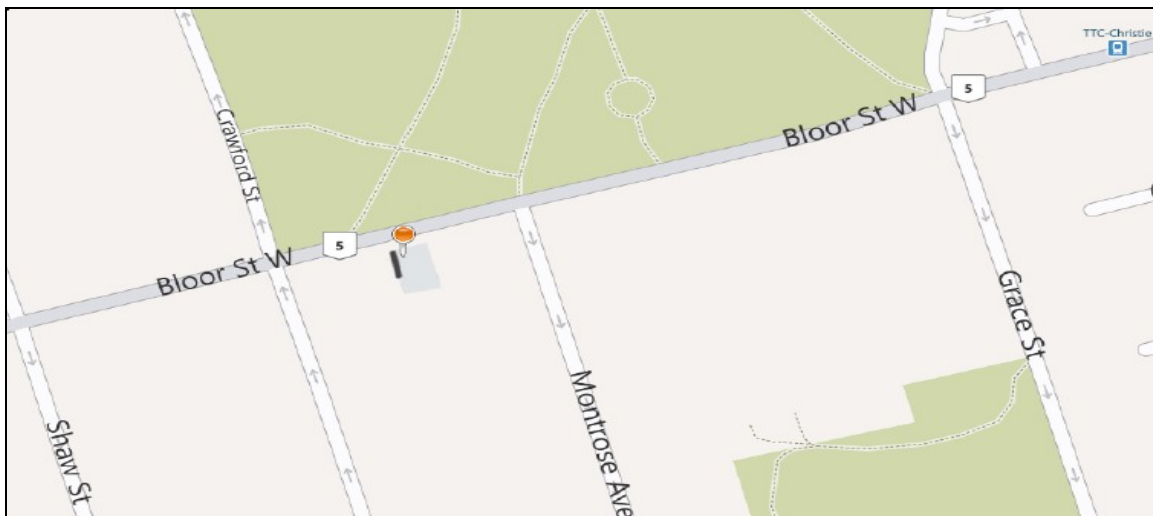
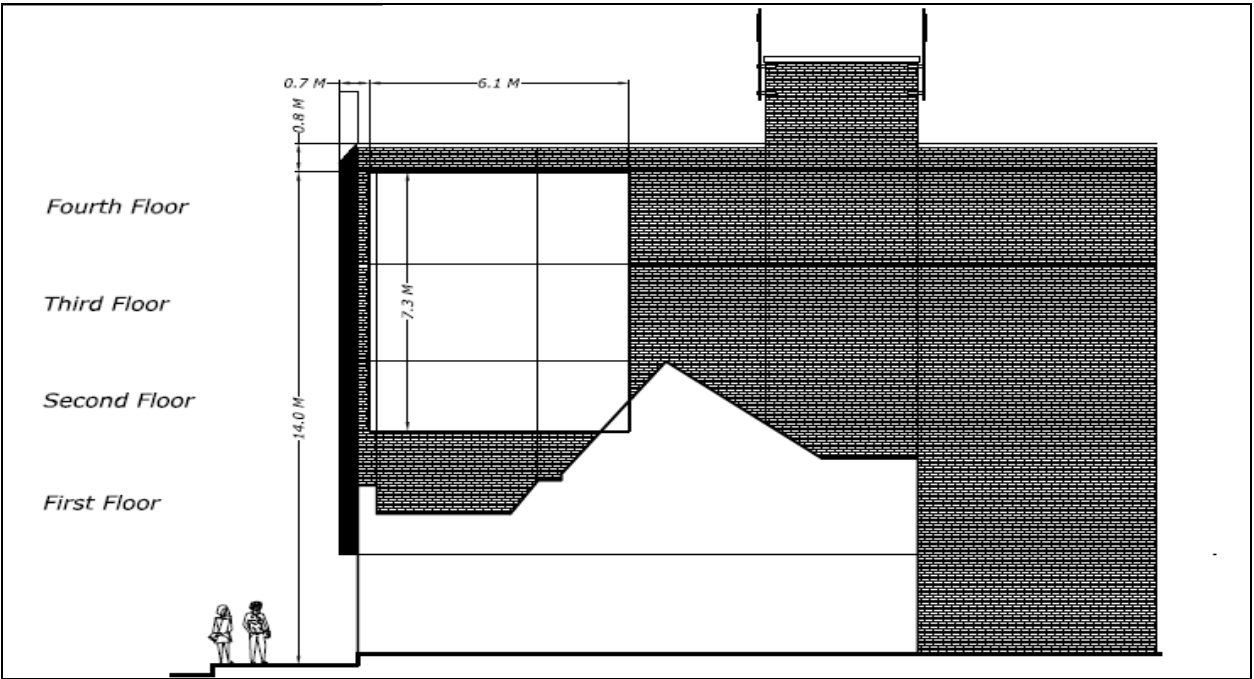


Figure 2 – Photo Rendering of Proposed Sign at 805 Bloor Street West



Figure 3 – Sketch of Proposed Sign at 805 Bloor Street West



Site Context – 805 Bloor Street West

- The subject property is a five-storey building on the south side of Bloor Street West, between Ossington Avenue and Christie Street to the east;
- There are multiple two- and three-storey commercial/residential buildings with first-storey commercial/retail uses and residential uses on the second and third storeys;
- Christie Pits Park is located on the opposite side of Bloor Street West; and,
- To the west of where the proposed sign is located, faces commercial-residential properties.

Ward 19:

869 / 871 Queen Street West

Table – Summary of Sign Proposal for 869 / 871 Queen Street West

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Commercial Residential	Public Roadway	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	West	West	No Difference
Sign Dimensions (m) (width x length)	6.5 x 3.8	12.1 x 3.7	5.6 x -0.1
Sign Size (m ²)	24.7	44.8	20.1
Sign height (m)	6.8	6.8	0
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		15	
Distance to nearest Third-Party Sign:		85	
Distance to nearest Intersection:		22	

Figure 1 – Map of Proposed Sign at 869 / 871 Queen Street West

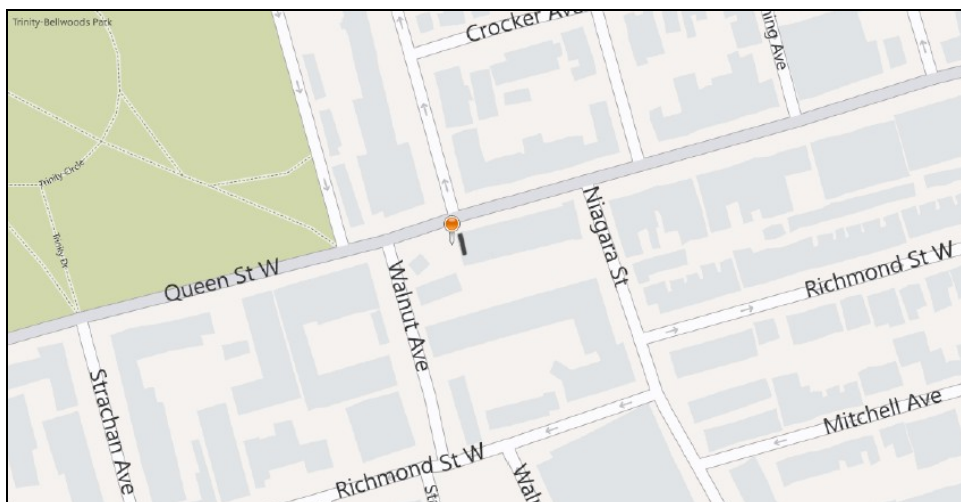
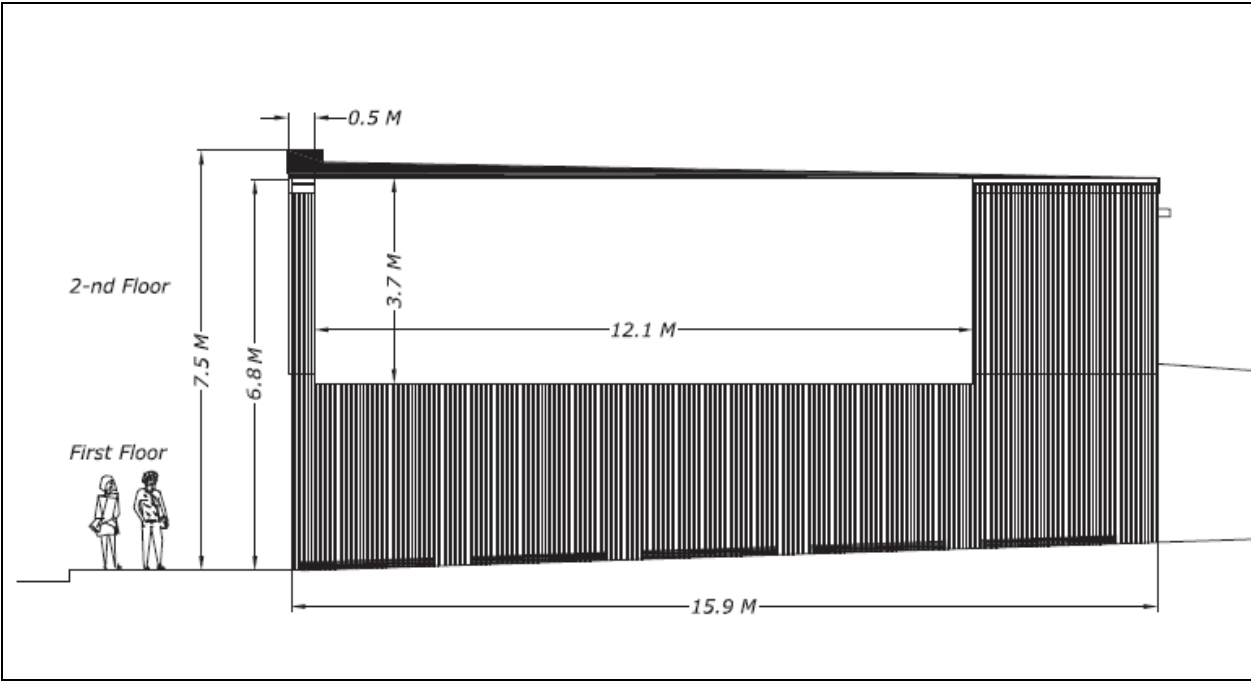


Figure 2 – Photo Rendering of Proposed Sign at 869 / 871 Queen Street West



Figure 3 - Sketch of Proposed Sign at 869 / 871 Queen Street West



Site Context - 869 / 871 Queen Street West

- The subject property is a two-storey commercial/residential building near the intersection of Queen Street West and Bellwoods Avenue;
- This portion of Queen Street West is characterized by many two- and three-storey commercial-residential buildings with first-storey commercial/retail uses and residential uses on the second and third storeys;
- To the north of the subject property is Trinity Bellwoods Park;
- To the west of the wall where the sign is proposed is a gas station;
- To the south is a high-rise residential apartment building; and,
- To the north and east are commercial-residential use buildings.

Ward 19:

940 Queen Street West

Table – Summary of Sign Proposal at 940 Queen Street West

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Residential	Commercial Residential	Public Roadway	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	East	East	No Difference
Sign Dimensions (m) (width x length)	4.6 x 4.6	4.5 x 4.5	-0.1
Sign Size (m ²)	20.9	20.3	-0.6
Sign height (m)	8.9	9.1	0.2
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		20	
Distance to nearest Third-Party Sign:		Greater than 100	
Distance to nearest Intersection:		6	

Figure 1 – Map of Proposed Sign at 940 Queen Street West

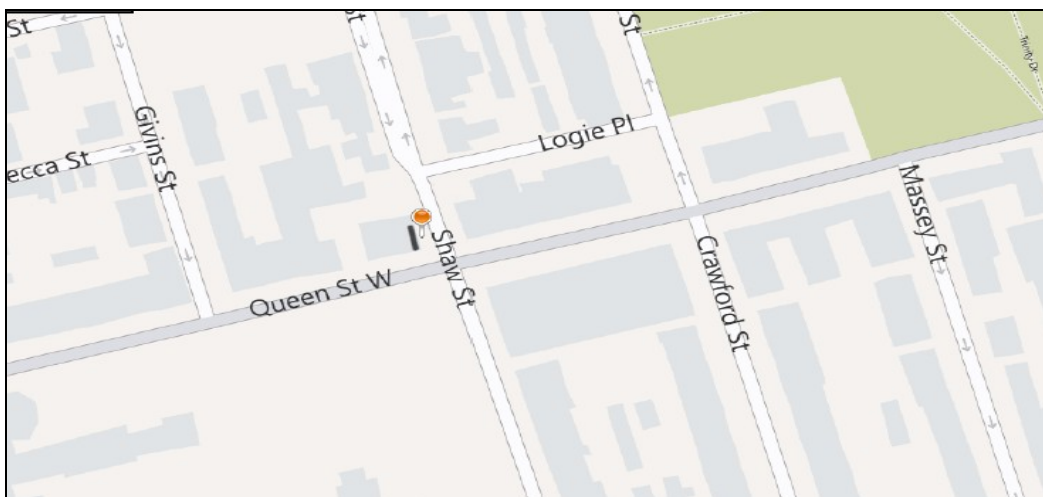
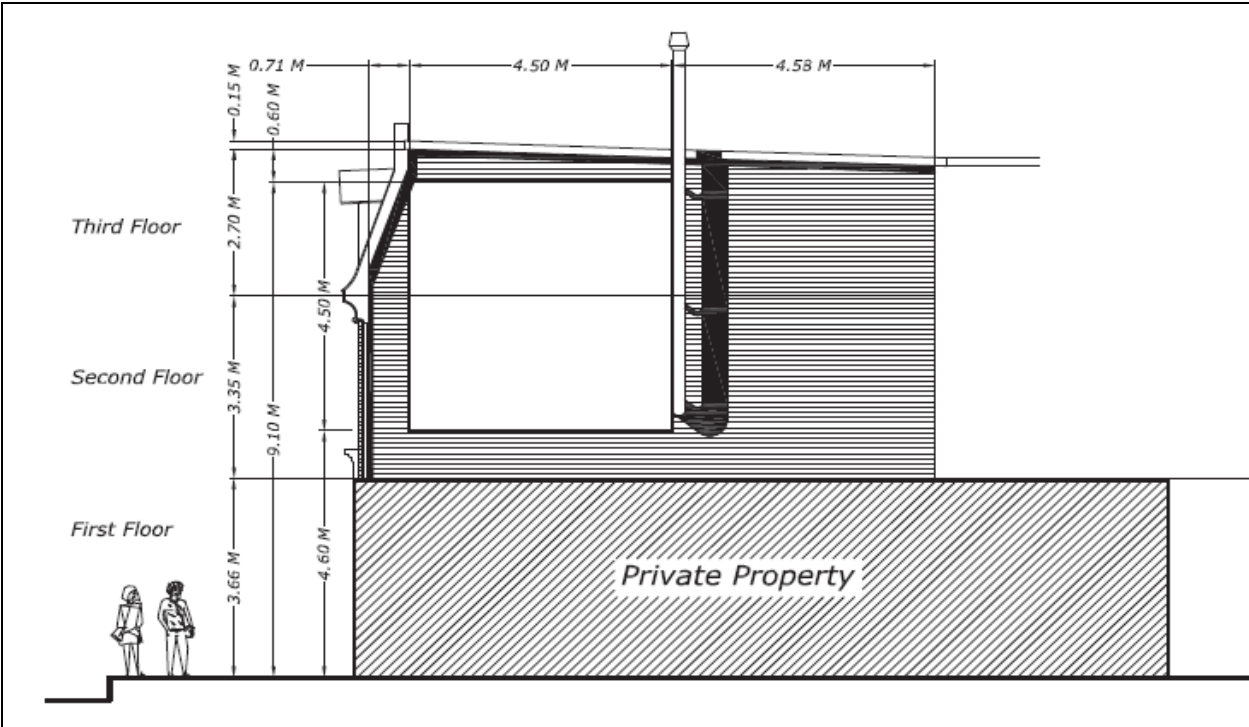


Figure 2 – Photo Rendering of Proposed Sign at 940 Queen Street West



Figure 3 – Sketch of Proposed Sign at 940 Queen Street West



Site Context – 940 Queen Street West

- The subject property is near the intersection of Queen Street West and Shaw Street, between Ossington Avenue to the west and Bathurst Street to the east;
- To the south is a large institutional property known as the Centre for Addiction and Mental Health (CAMH), with many other commercial-residential properties nearby and two parks in the vicinity;
- To the east and to the west are commercial-residential properties; and,
- To the north of the subject property are residential buildings.

Ward 20:

352 Adelaide Street West

Table – Summary of Sign Proposal for 352 Adelaide Street West

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Commercial Residential	Public Roadway	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	West	West	No Difference
Sign Dimensions (m) (width x length)	10.19 x 6.09	7.3 x 6	-2.89 x -.09
Sign Size (m ²)	62.05	43.8	-18.25
Sign height (m)	9.3	9.4	0.1
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		17	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 352 Adelaide Street West

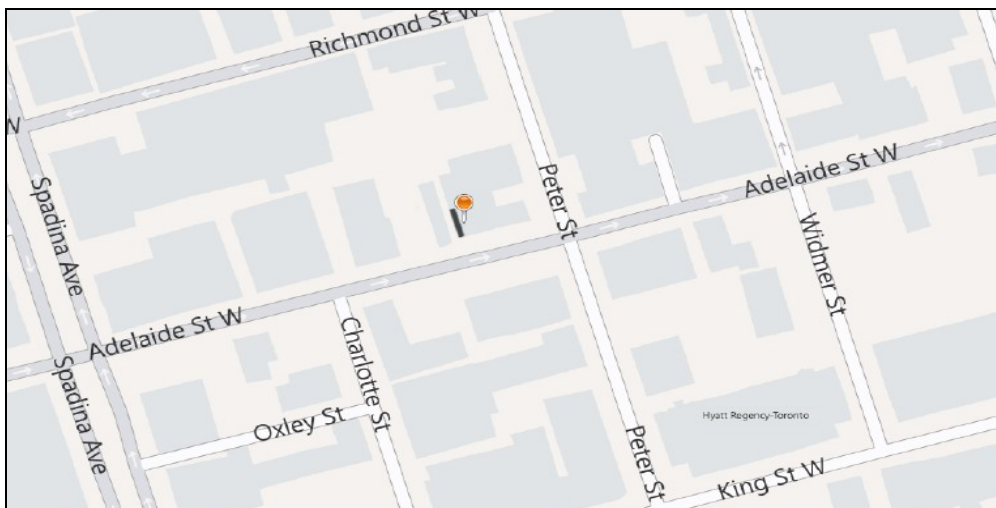
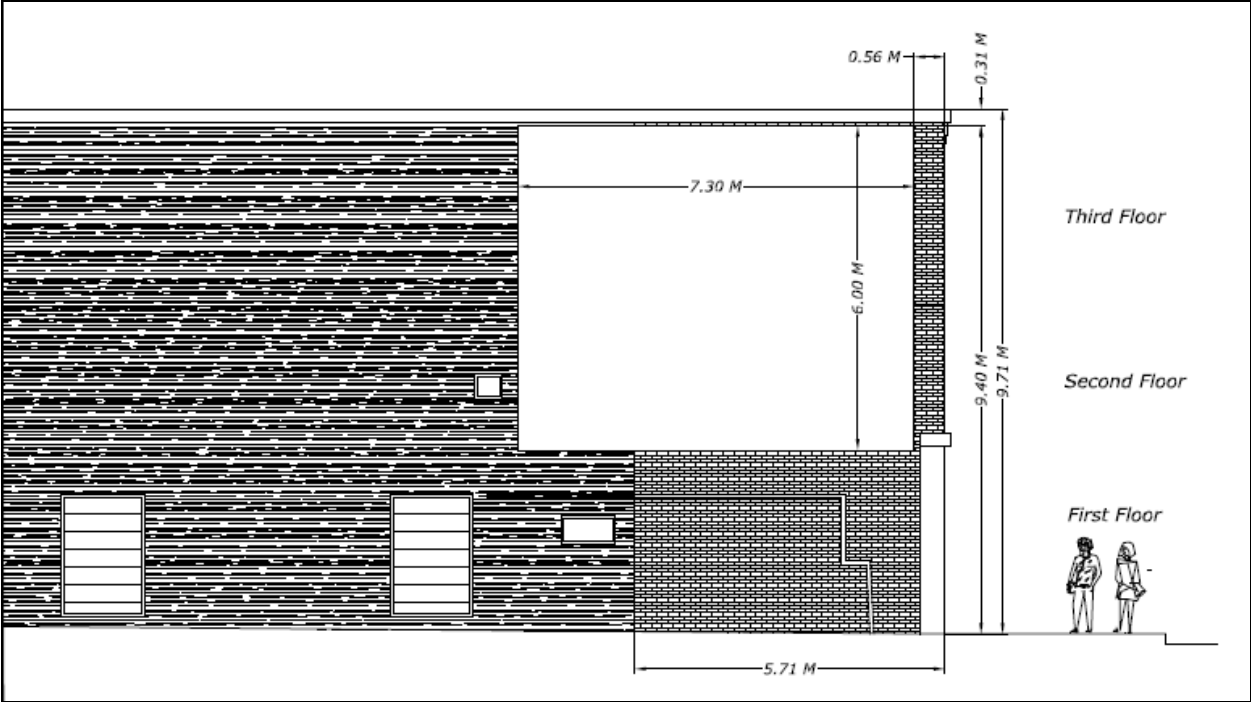


Figure 2 – Photo Rendering of Proposed Sign at 352 Adelaide Street West



Figure 3 - Sketch of Proposed Sign at 352 Adelaide Street West



Site Context – 352 Adelaide Street West

- The subject property is located on the north side of Adelaide Street West, between Spadina Avenue and Peter Street bounded on the west by a parking lot;
- To the east is a three-storey office building;
- To the north is a commercial building;
- To the south is Adelaide Street West;
- The subject property is located in a Regeneration Area for a variety of uses for investment, re-use buildings, encourage new construction and to brighten up the streetscape; and,
- The subject property is located in the Entertainment District BIA.

Ward 20:

118 Peter Street

Table – Summary of Sign Proposal for 118 Peter Street

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Public Roadway	Commercial Residential	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No Difference
Sign Dimensions (m) (width x length)	Not Available	7.3 x 6	Not Available
Sign Size (m ²)	86.3	43.8	-42.5
Sign height (m)	Not Available	10.5	Not Available
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		40	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 118 Peter Street

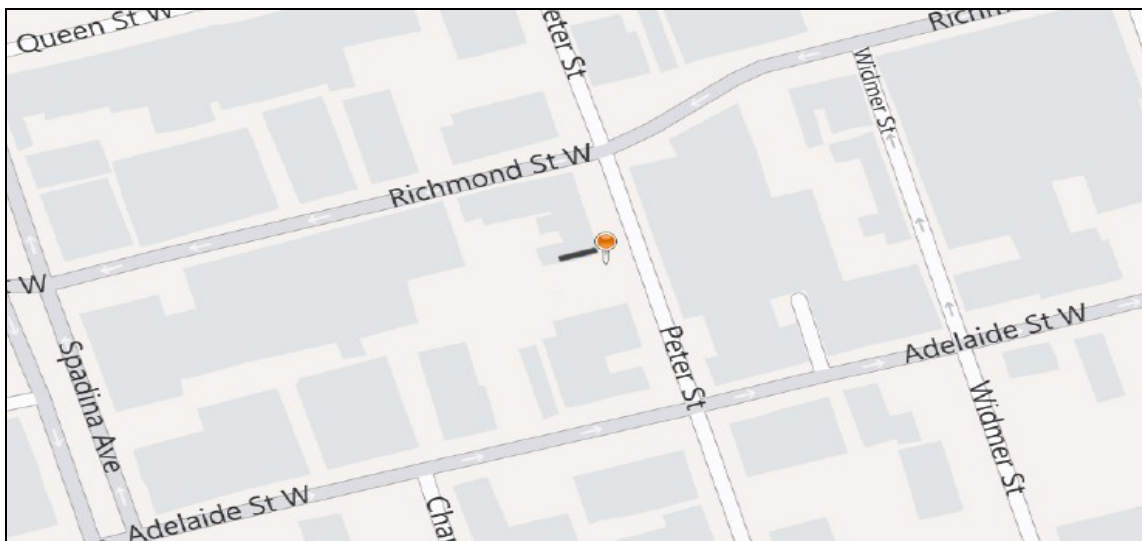
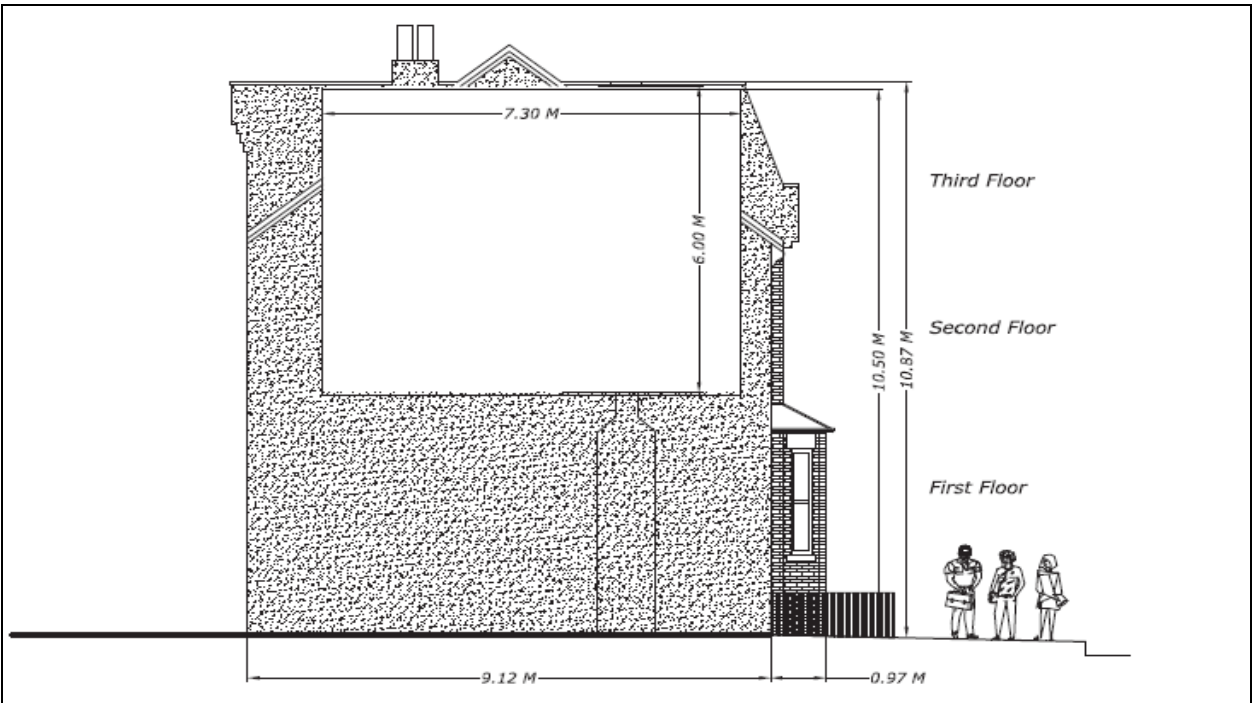


Figure 2 – Photo Rendering of Proposed Sign at 118 Peter Street



Figure 3 – Sketch of Proposed Sign at 118 Peter Street



Site Context – 118 Peter Street

- The subject property is a three-storey building with service retail uses at the ground floor, located south of Richmond Street West and north of Adelaide Street West, on the west side of Peter Street;
- It is located within the City's Entertainment District BIA in Regeneration Area;
- To the north is a three-storey building containing service retail uses;
- To the south is a commercial surface-level parking lot and a three-storey entertainment club;
- To the east is a nine-storey office building and a three-and-a-half storey re-purposed warehouse building operating as an entertainment club; and,
- To the west is a commercial surface-level parking lot and warehouse buildings re-purposed as professional offices.

Ward 20:

452 Richmond Street West

Table – Summary of Sign Proposal for 452 Richmond Street West

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Commercial Residential	Public Roadway	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	East	East	No Difference
Sign Dimensions (m) (width x length)	11.3 x 6.1	7.3 x 6.1	-4 x 0
Sign Size (m ²)	68.74	44.53	-24.21
Sign height (m)	9.3	9.3	0
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		45	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 452 Richmond Street West

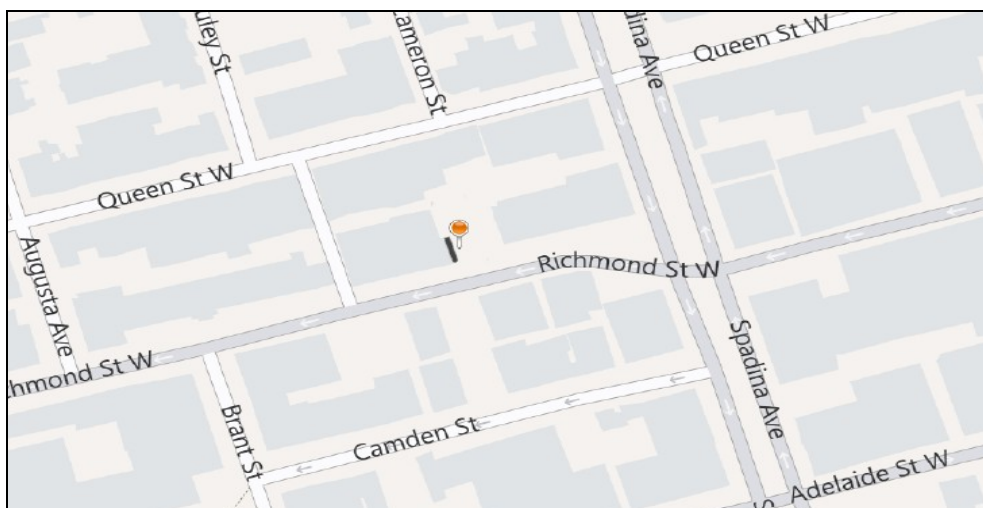
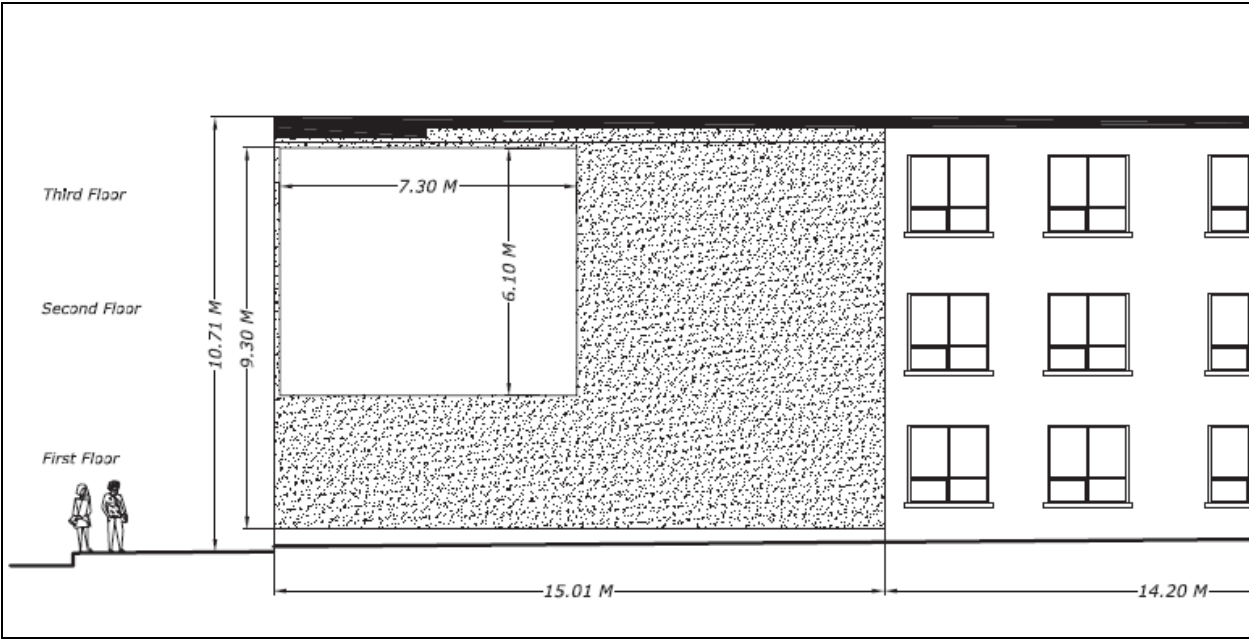


Figure 2 – Photo Rendering of Proposed Sign at 452 Richmond Street West



Figure 3 - Sketch of Proposed Sign at 452 Richmond Street West



Site Context – 452 Richmond Street West

- The subject property is located on Richmond Street West, West of Spadina Avenue and East of Portland Street;
- To the east is an eleven-storey residential condominium building with retail use at the first storey;
- The buildings directly across the street on Richmond Street West, along with the property directly to the West of the subject property, are used for commercial purposes.

Ward 20:

101 Spadina Avenue

Table – Summary of Sign Proposal for 101 Spadina Avenue

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Commercial Residential	Public Roadway	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No Difference
Sign Dimensions (m) (width x length)	10 x 5	9.1 x 4.5	-0.9 x -0.5
Sign Size (m ²)	50	40.95	-9.05
Sign height (m)	6.9	7.2	0.3
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		10	
Distance to nearest Intersection:		15	

Figure 1 – Map of Proposed Sign at 101 Spadina Avenue

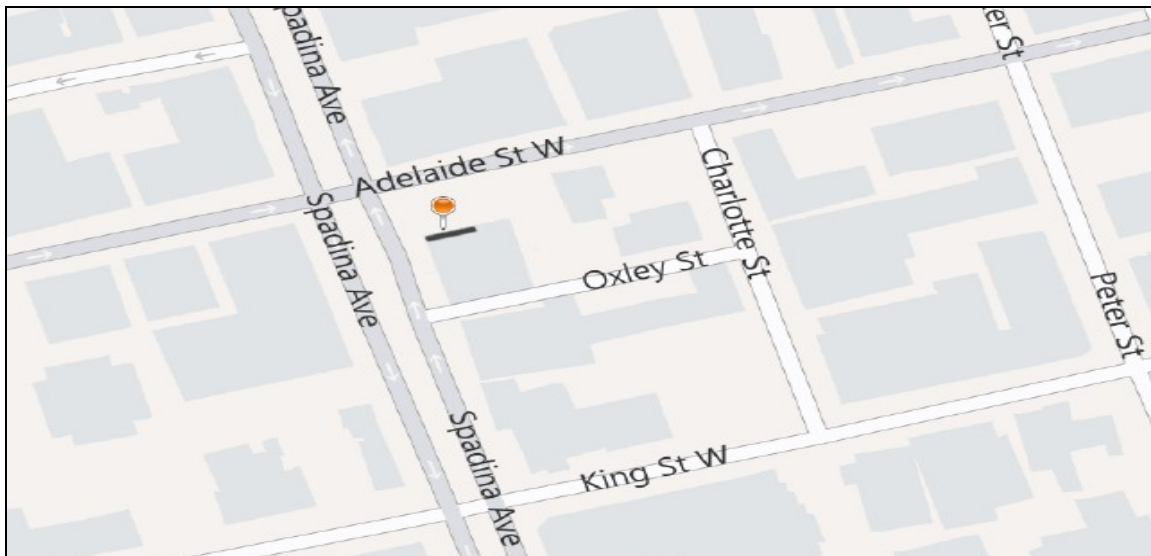


Figure 2 – Photo Rendering of Proposed Sign at 101 Spadina Avenue

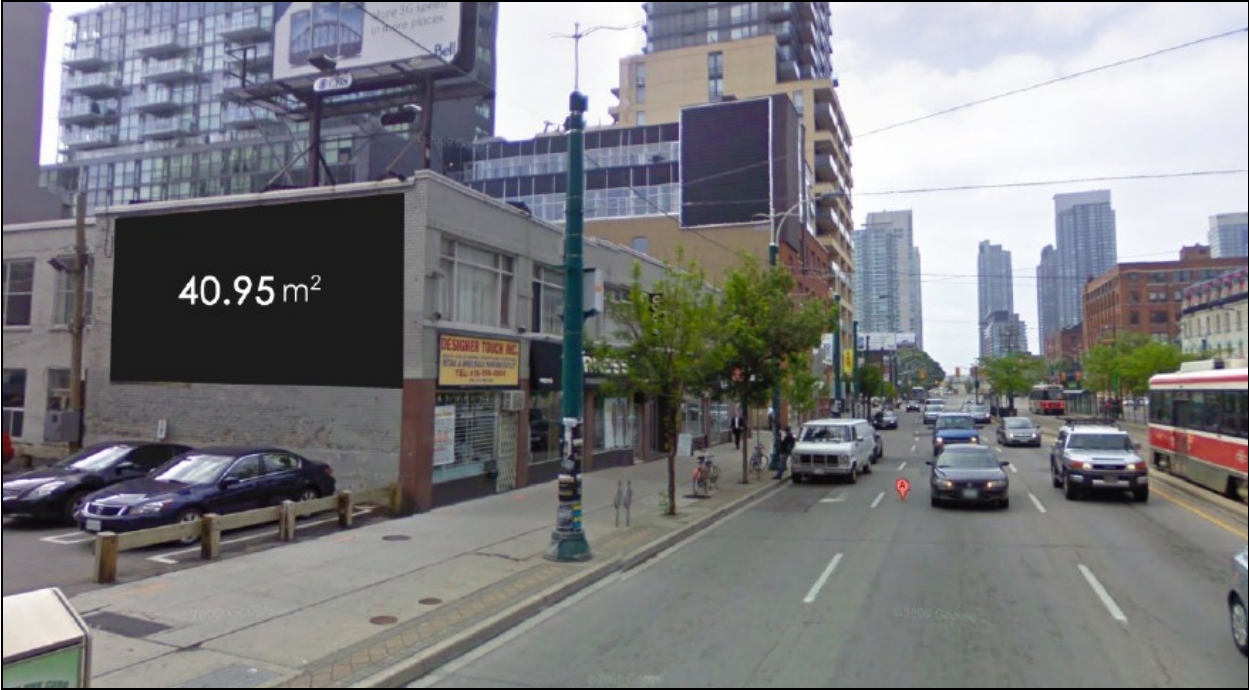
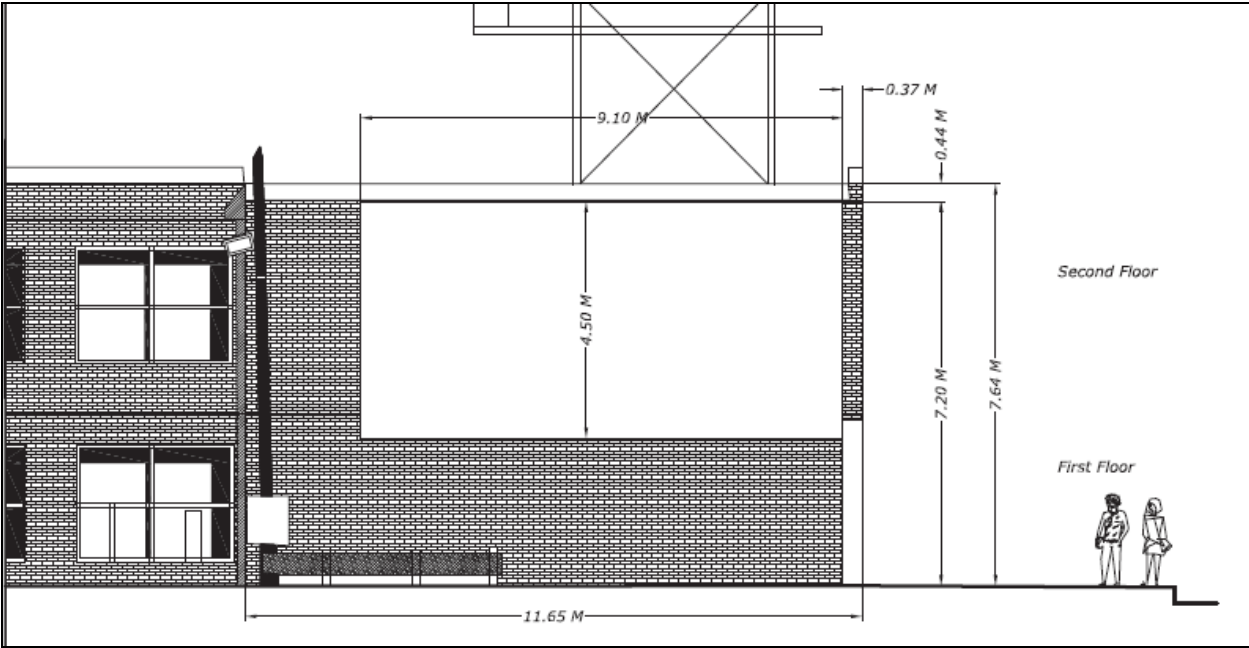


Figure 3 – Sketch of Proposed Sign at 101 Spadina Avenue



Site Context – 101 Spadina Avenue

- The subject property is located on Spadina Avenue, south of Adelaide Street West and north of King Street West;
- To the north is a commercial parking lot with one existing third-party ground sign;
- To the south are a series of two-storey office buildings;
- To the east is a large six-storey re-purposed warehouse building and a residential condominium building; and,
- To the west on Spadina Avenue are a series of large, re-purposed multi-storey warehouse buildings.

Ward 20:

174 Spadina Avenue (South)

Table – Summary of Sign Proposal for 174 Spadina Avenue (South)

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Public Roadway	Commercial Residential	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	South	South	No Difference
Sign Dimensions (m) (width x length)	12.2 x 20.4	12.2 x 9.14	-0 x -11.26
Sign Size (m ²)	248.98	111.5	-137.5
Sign height (m)	22.5	22	-0.5
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		10	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 174 Spadina Avenue (South)

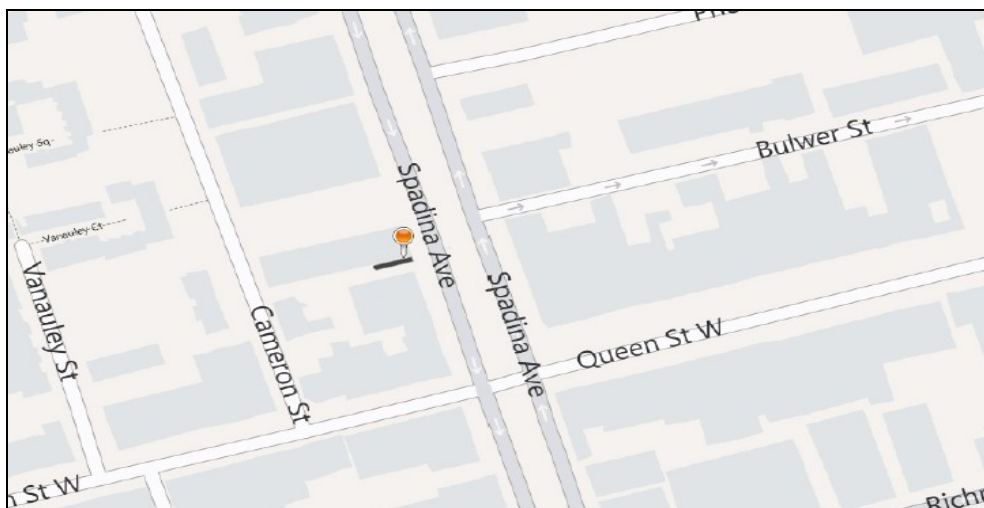
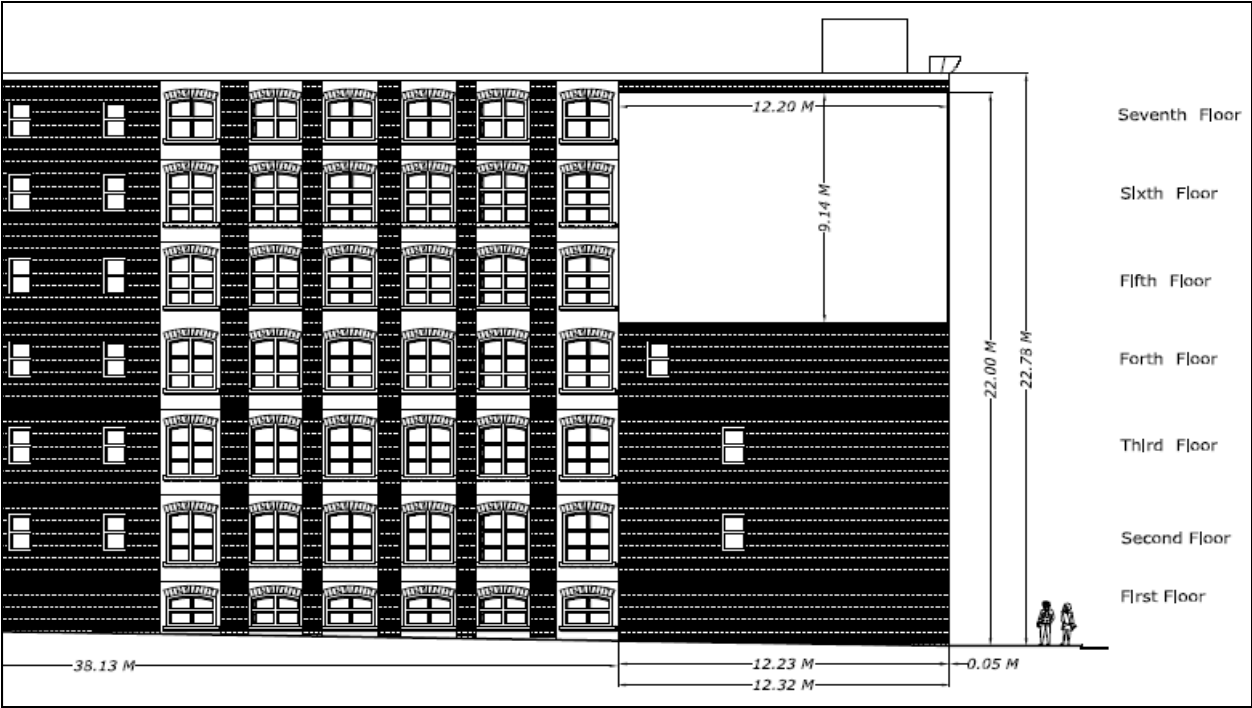


Figure 2 – Photo Rendering of Proposed Sign at 174 Spadina Avenue (South)



Figure 3 - Sketch of Proposed Sign at 174 Spadina Avenue (South)



Site Context – 174 Spadina Avenue (South)

- The subject property is located on Spadina Avenue, east of Cameron Street and north of Queen Street West;
- This section of Spadina Avenue is a mix of high-density office, professional and commercial uses within Chinatown;
- The southerly wall of the subject property faces a row of two-storey commercial buildings, stretching down to Queen Street West; and,
- To the west is a large multi-unit residential housing development known as Alexandra Park.

Ward 20:

174 Spadina Avenue (North)

Table – Summary of Sign Proposal for 174 Spadina Avenue (North)

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Public Roadway	Commercial Residential	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No Difference
Sign Dimensions (m) (width x length)	12.2 x 20.4	5.1 x 10.6	-7.1 x -9.8
Sign Size (m ²)	248.05	54	-194.05
Sign height (m)	22	22	0
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		10	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 174 Spadina Avenue (North)

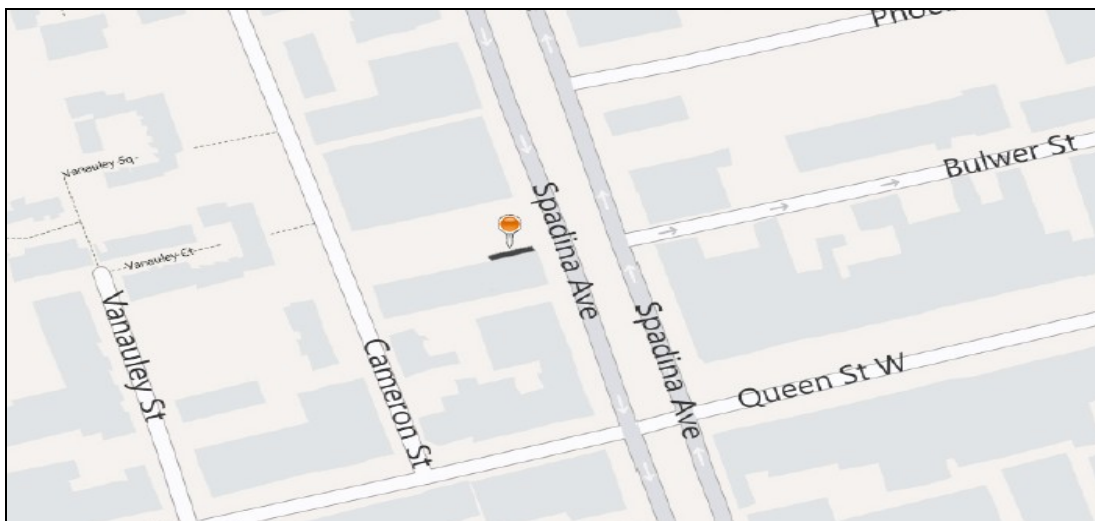
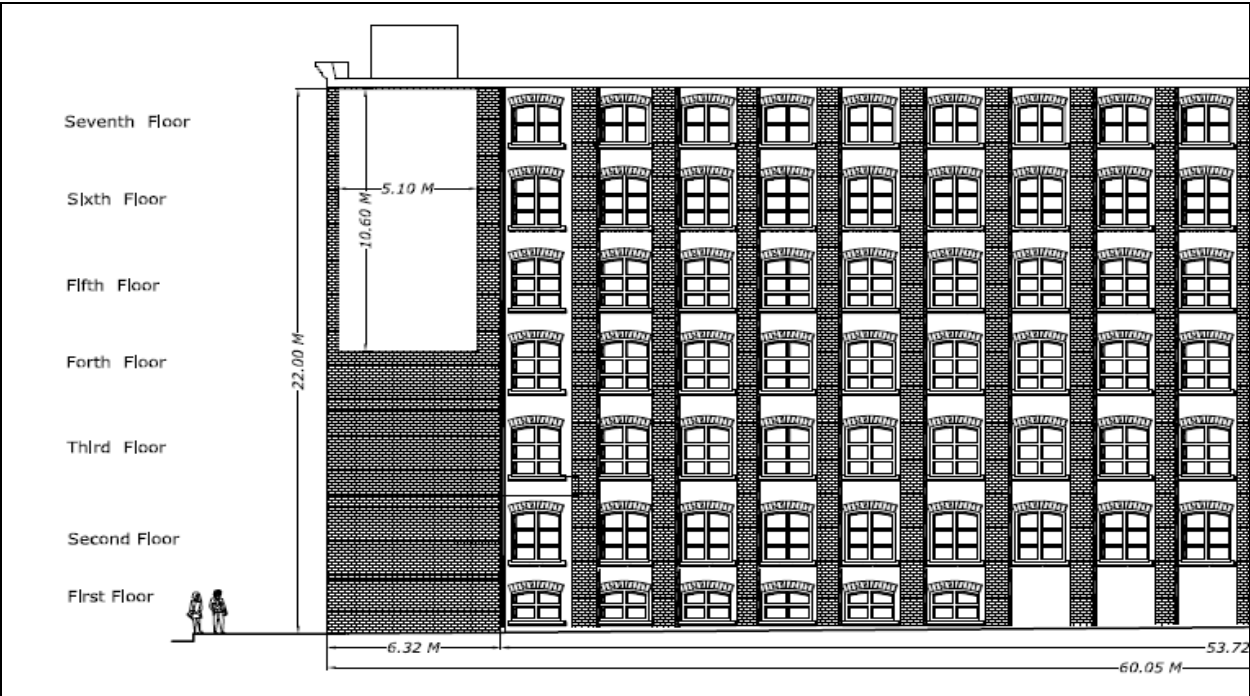


Figure 2 – Photo Rendering of Proposed Sign at 174 Spadina Avenue (North)



Figure 3 - Sketch of Proposed Sign at 174 Spadina Avenue (North)



Site Context – 174 Spadina Avenue (North)

- The subject property is located on Spadina Avenue, east of Cameron Street and north of Queen Street West;
- This section of Spadina Avenue is a mix of high-density office, professional and commercial uses within Chinatown;
- The northerly wall of the subject property faces a row of two- and three-storey commercial buildings, stretching down to Queen Street West; and,
- To the west is a large multi-unit residential housing development known as Alexandra Park.

Ward 20:

185 Spadina Avenue

Table – Summary of Sign Proposal for 185 Spadina Avenue

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Residential	Public Roadway	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No Difference
Sign Dimensions (m) (width x length)	10.7 x 6.1	10.7 x 6.1	0
Sign Size (m ²)	68.74	65.27	-3.47
Sign height (m)	14.8	22.4	7.6
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		18	
Distance to nearest Third-Party Sign:		16	
Distance to nearest Intersection:		26	

Figure 1 – Map of Proposed Sign at 185 Spadina Avenue

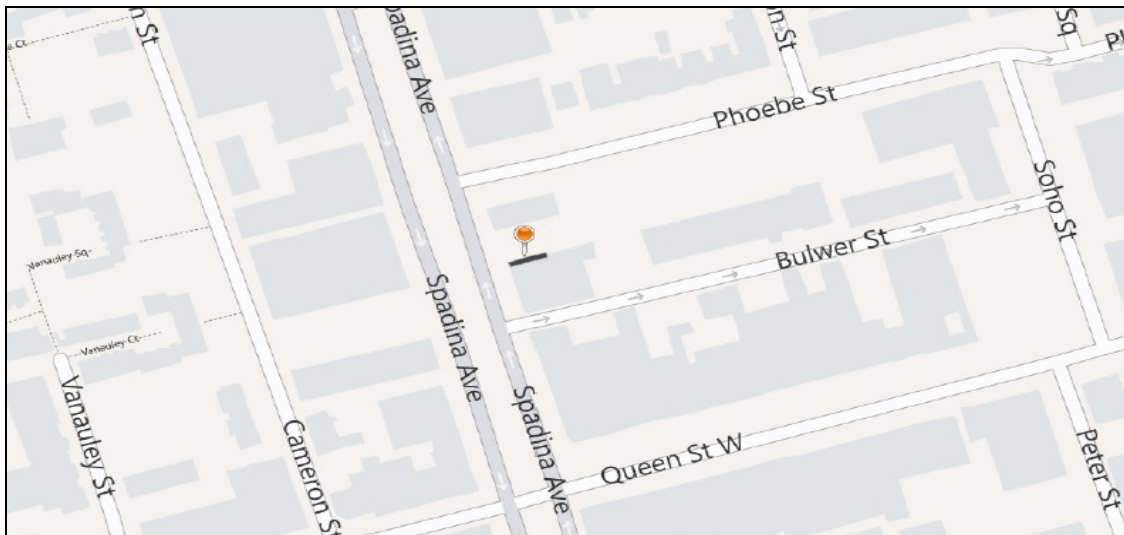


Figure 2 – Photo Rendering of Proposed Sign at 185 Spadina Avenue

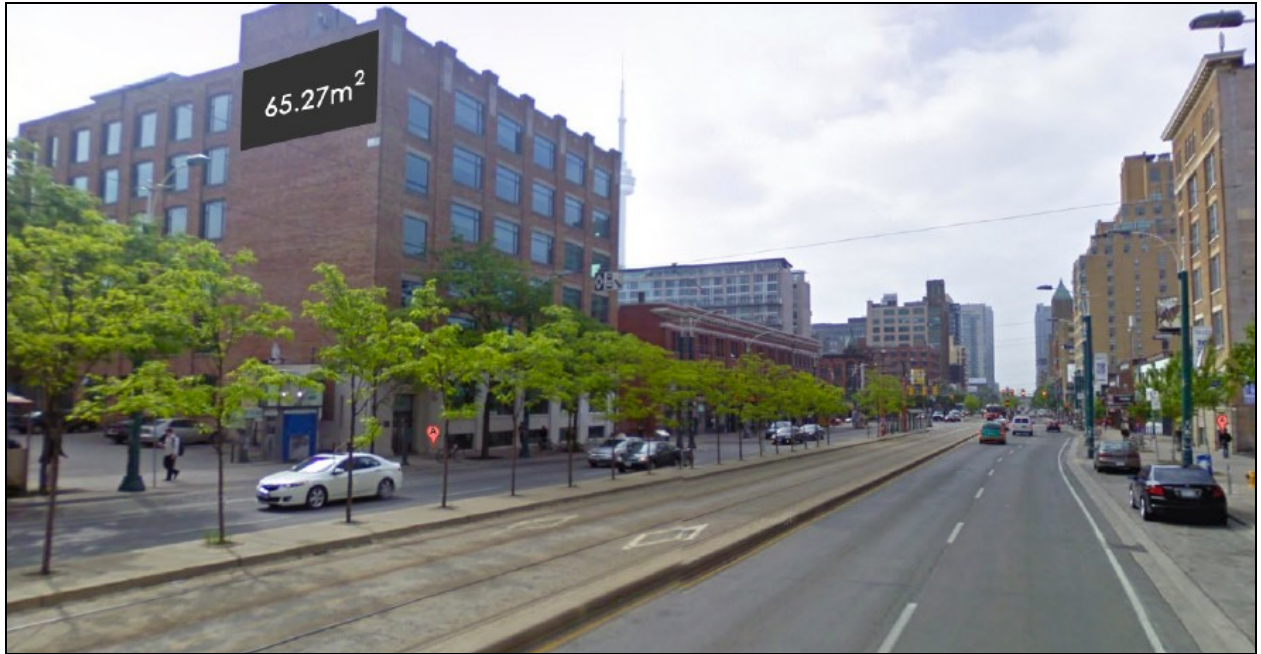
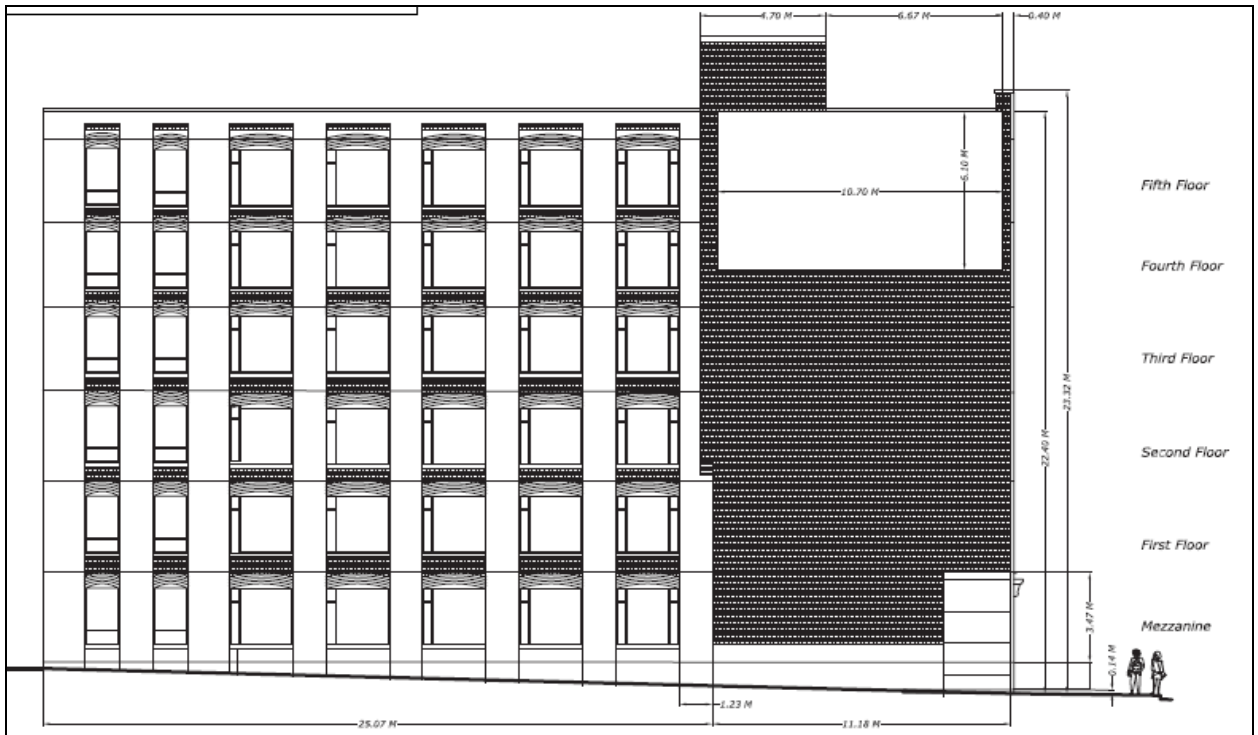


Figure 3 – Sketch of Proposed Sign at 185 Spadina Avenue



Site Context - 185 Spadina Avenue

- The subject property is located on the east side of Spadina Avenue, between Queen Street West to the south and Dundas Street West to the north;
- This section of Spadina Avenue has large five-, six- and seven-storey warehouse buildings, combined with parking lots and two- and three-storey commercial buildings;
- To the north is Chinatown, a parking lot and a three-storey warehouse building;
- To the east is a low-density residential neighbourhood with an elementary school; and,
- To the south and west are commercial use buildings.

Ward 22:

1944 Yonge Street

Table – Summary of Sign Proposal for 1944 Yonge Street

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Public Roadway	Commercial Residential	Utility
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No Difference
Sign Dimensions (m) (width x length)	6.1 x 9.1	7.6 x 9.1	1.5 x 0
Sign Size (m ²)	55	69.16	14.16
Sign height (m)	20.3	21.5	1.2
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		Approx. 66.5	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 1944 Yonge Street

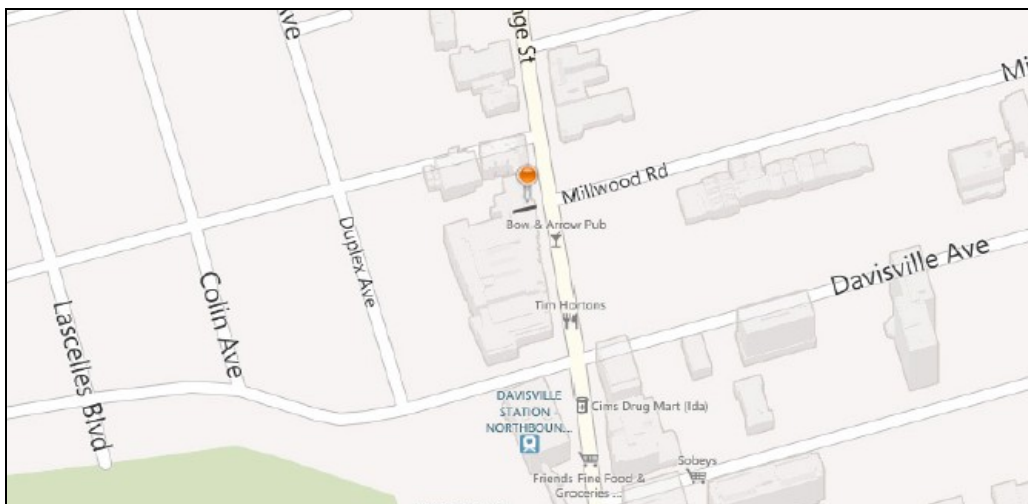
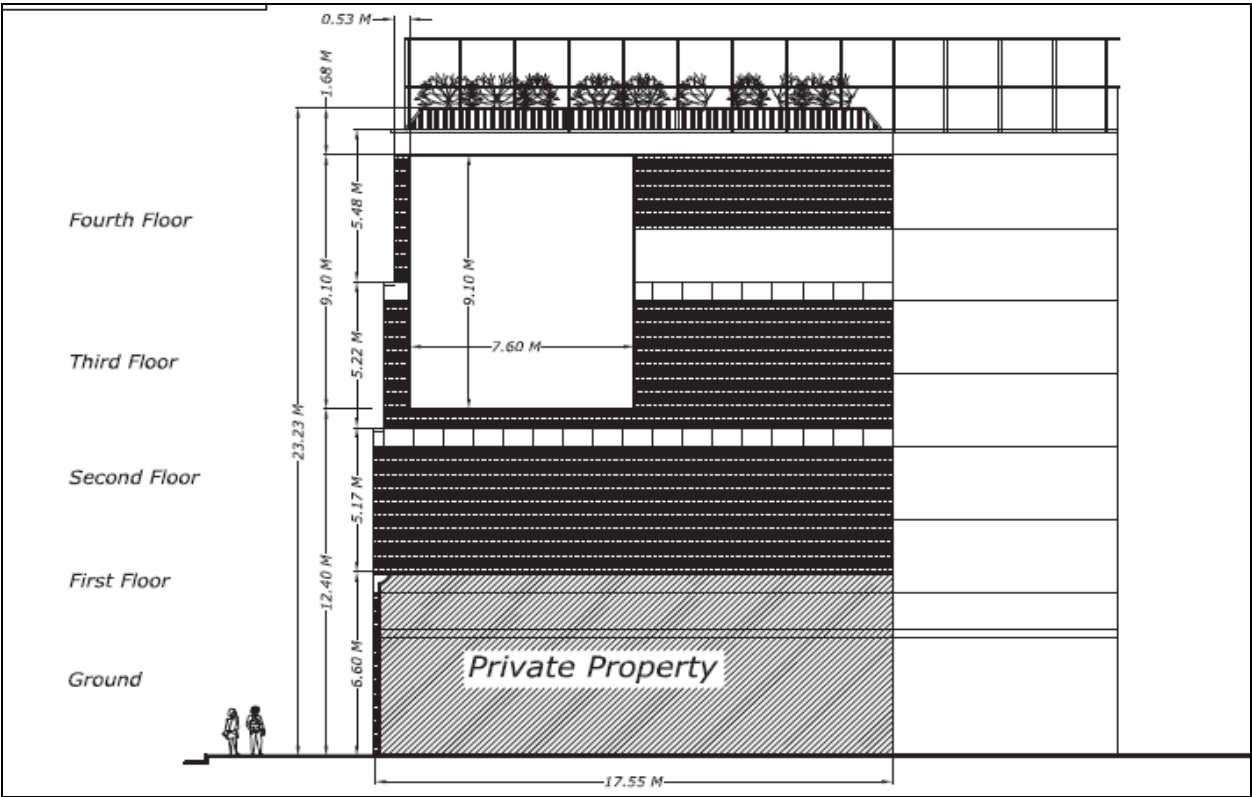


Figure 2 – Photo Rendering of Proposed Sign at 1944 Yonge Street



Figure 3 – Sketch of Proposed Sign at 1944 Yonge Street



Site Context – 1944 Yonge Street

- The subject property is a four-storey residence building located on the west side of Yonge Street, west of Millwood Avenue and Mount Pleasant Road. This property is located in the heart of The Davisville Centre of commercial uses;
- Directly across the subject property to the east is an LCBO (commercial use);
- To the north are two- and three-storey commercial and residential use buildings; and,
- To the south are residential and some commercial use buildings.

Ward 25:

18 Wanless Avenue

Table – Summary of Sign Proposal for 18 Wanless Avenue

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Residential	Public Roadway	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No Difference
Sign Dimensions (m) (width x length)	12 x 5.5	10.6 x 7.3	-1.4 x 1.8
Sign Size (m ²)	66	77.38	11.38
Sign height (m)	14.5	19.3	4.8
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		35	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 18 Wanless Avenue

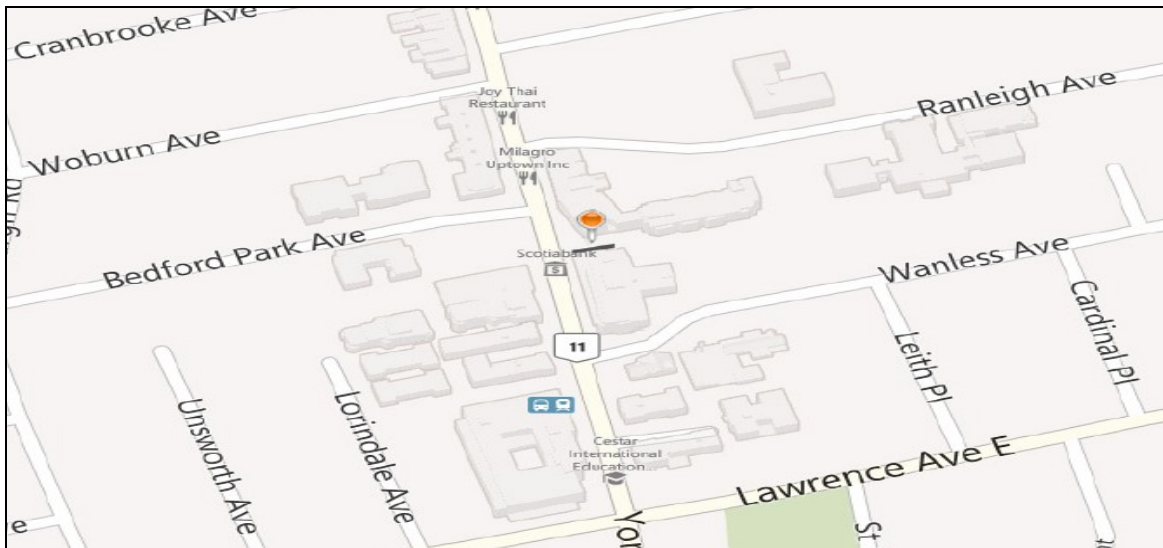
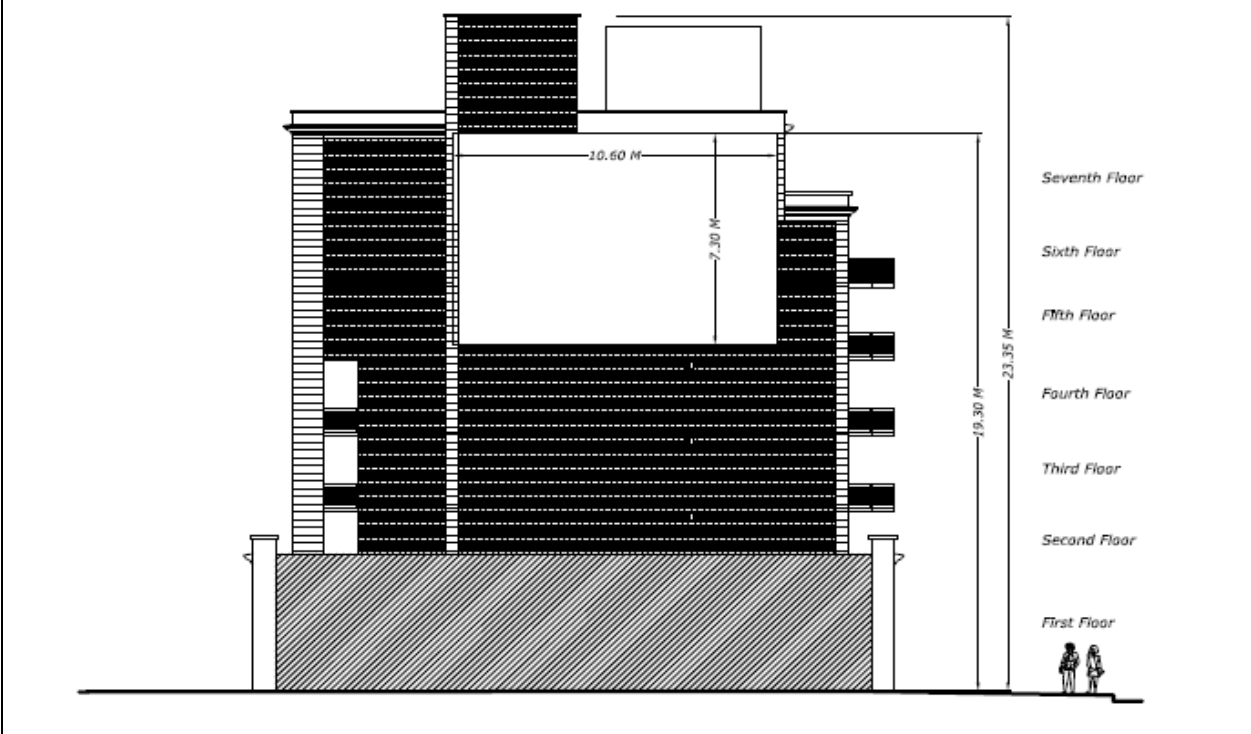


Figure 2 – Photo Rendering of Proposed Sign at 18 Wanless Avenue



Figure 3 – Sketch of Proposed Sign at 18 Wanless Avenue



Site Context – 18 Wanless Avenue

- The subject property is located north of Lawrence Avenue on the northeast corner of Yonge Street and Wanless Avenue, consisting of a seven-storey residential condominium building with retail uses at the street level;
- To the north is an existing single-storey financial institution;
- To the east is an established residential neighbourhood with two- and three-storey detached residential buildings;
- To the south across Wanless Avenue is an existing place of worship known as St. Leonard's Church; and,
- To the west across Yonge Street are four- to six-storey apartment buildings with retail uses at street level and a single-storey supermarket.

Ward 27:

568 Church Street

Table – Summary of Sign Proposal for 568 Church Street

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Public Roadway	Commercial Residential	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	North	North	No Difference
Sign Dimensions (m) (width x length)	13 x 7	12 x 5	-1 x -2
Sign Size (m ²)	100	60	-40
Sign height (m)	7.32	6.49	-0.83
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		Approx. 15	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 568 Church Street

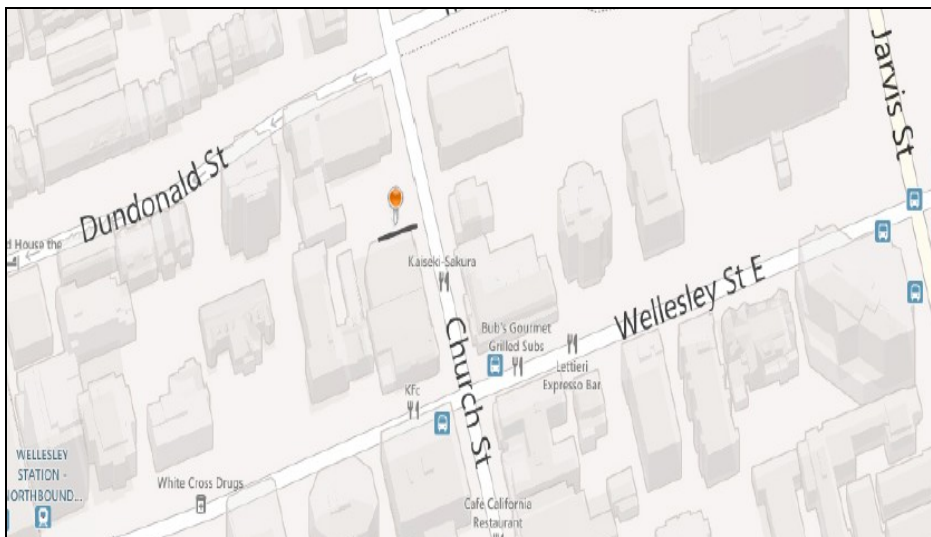
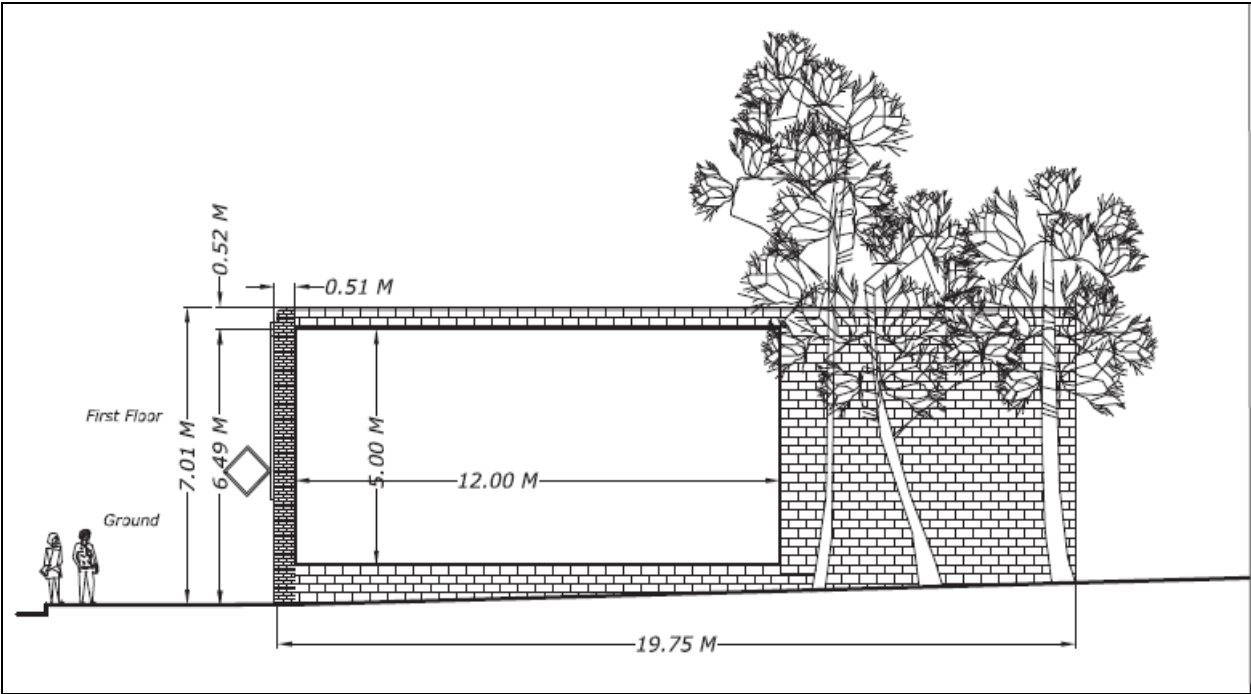


Figure 2 – Photo Rendering of Proposed Sign at 568 Church Street



Figure 3 – Sketch of Proposed Sign at 568 Church Street



Site Context – 568 Church Street

- The subject property is commercial use and located on the west side of Church Street, north of Wellesley Street East and south of Dundonald Street;
- To the immediate north is a parking lot for "The Beer Store";
- To the east is a Cawthra Square Park, as well as a commercial / residential two-storey building;
- To the west is a community centre and residential dwellings; and,
- To the south are properties for commercial uses.

Ward 28:

71-73 King Street East

Table – Summary of Sign Proposal for 71-73 King Street East

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Commercial Residential	Public Roadway	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	West	West	No Difference
Sign Dimensions (m) (width x length)	Not Available	5.2 x 8.5	Not Available
Sign Size (m ²)	132.1	44.2	-87.9
Sign height (m)	Not Available	12.8	Not Available
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		65	
Distance to nearest Intersection:		15	

Figure 1 – Map of Proposed Sign at 71-73 King Street East

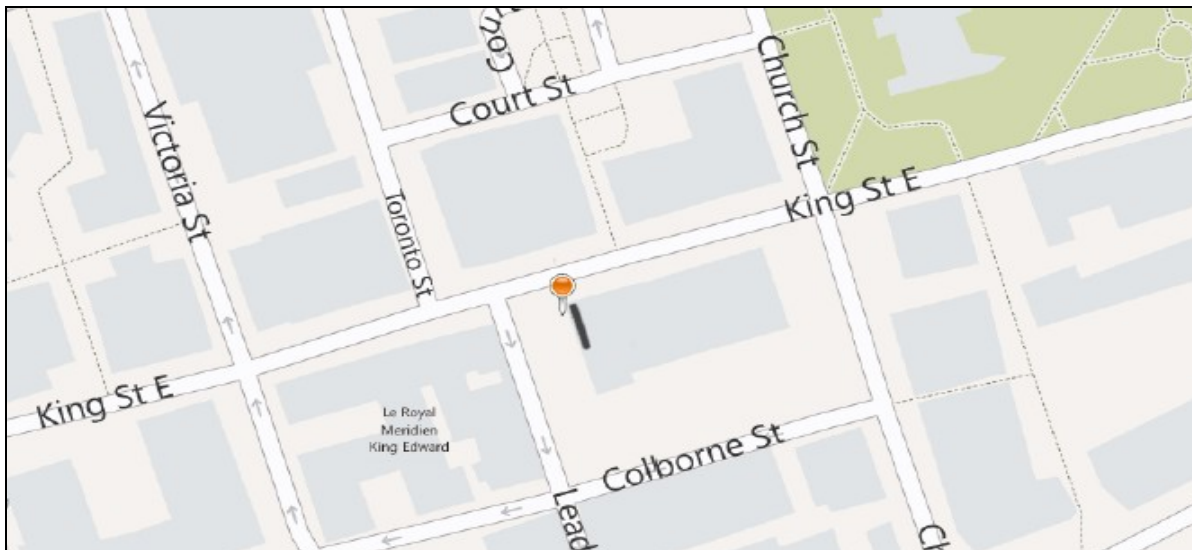
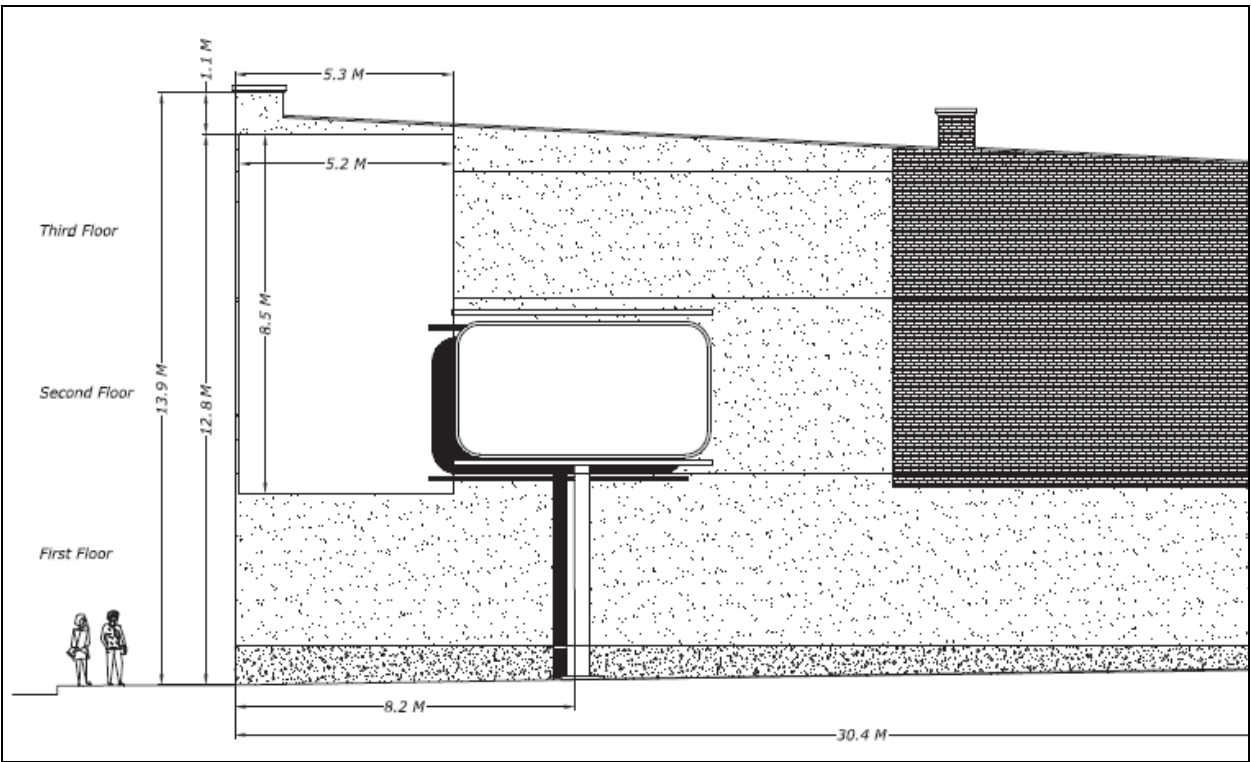


Figure 2 – Photo Rendering of Proposed Sign at 71-73 King Street East



Figure 3 – Sketch of Proposed Sign at 71-73 King Street East



Site Context – 71-73 King Street East

- The subject property is located on King Street East, west of Church Street and east of Yonge Street;
- Immediately to the west is a parking with two existing third-party ground signs and King Edward Hotel;
- To the north is a high-rise mixed-use office building; and,
- To the east are two- and three-storey commercial properties.

Ward 28:

22(14) Sheppard Street

Table – Summary of Sign Proposal for 22(14) Sheppard Street

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Commercial Residential	Public Roadway	Commercial Residential	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	South	South	No Difference
Sign Dimensions (m) (width x length)	11.5 x 6	7.6 x 9.1	-3.9 x 3.1
Sign Size (m ²)	69	69.16	0.16
Sign height (m)	13.8	16.9	3.1
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		Greater than 100	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 22(14) Sheppard Street

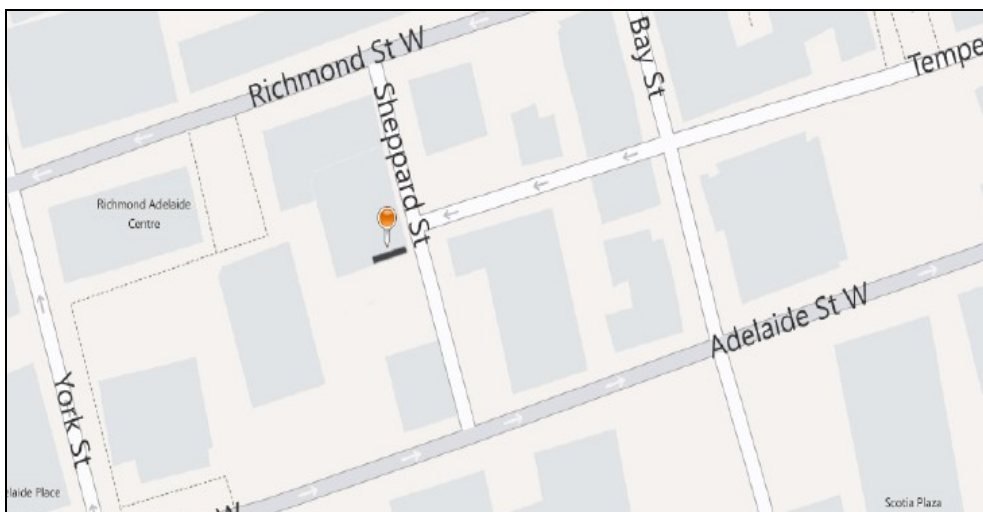
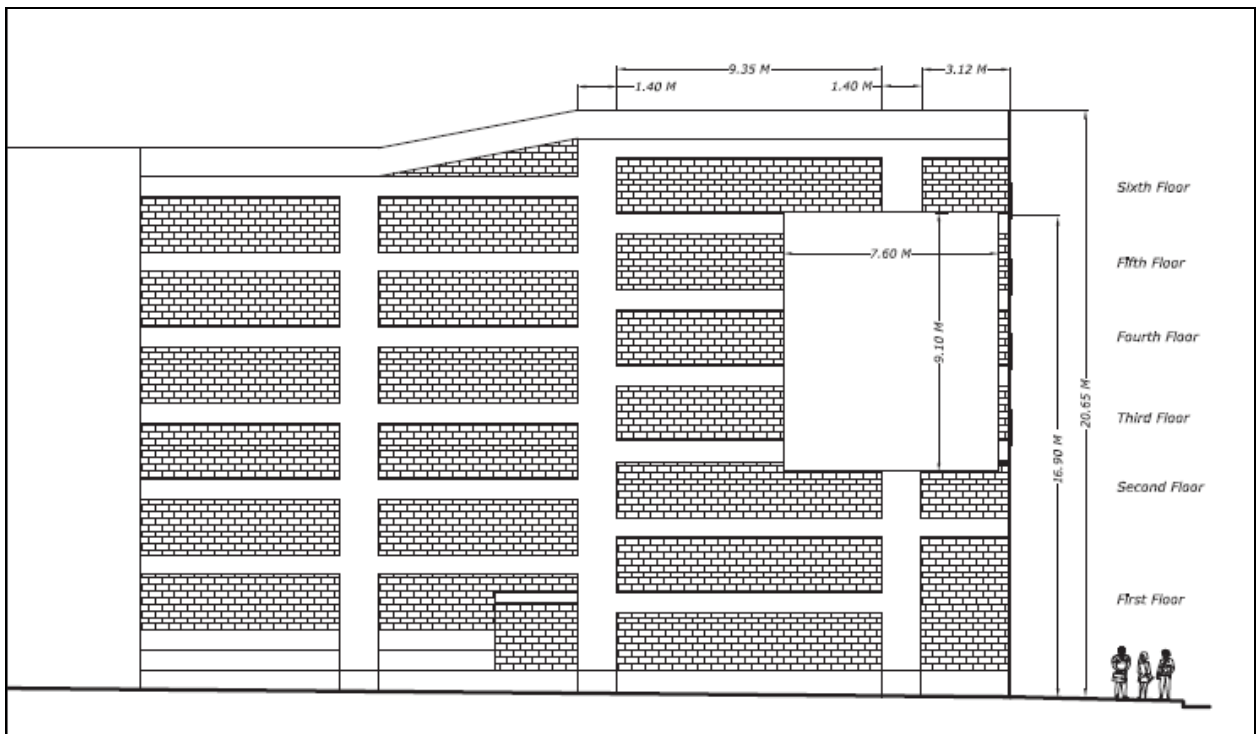


Figure 2 – Photo Rendering of Proposed Sign at 22(14) Sheppard Street



Figure 3 – Sketch of Proposed Sign at 22(14) Sheppard Street



Site Context – 22(14) Sheppard Street

- The subject property is located on the west side of Sheppard Street, south of Richmond Street West and north of Adelaide Street West;
- To the north on Queen Street West is a hotel and conference centre known as the Sheraton Centre; and,
- The subject property is surrounded by high-rise office towers and is located within the City's downtown core.

Ward 28:

323-325 Richmond Street East

Table – Summary of Sign Proposal for 323-325 Richmond Street East

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Commercial Residential	Commercial Residential	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	East	East	No Difference
Sign Dimensions (m) (width x length)	10 x 7	10.6 x 7.3	0.6 x 0.3
Sign Size (m ²)	70	77.38	7.38
Sign height (m)	11.3	25.1	13.8
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		85	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 323-325 Richmond Street East

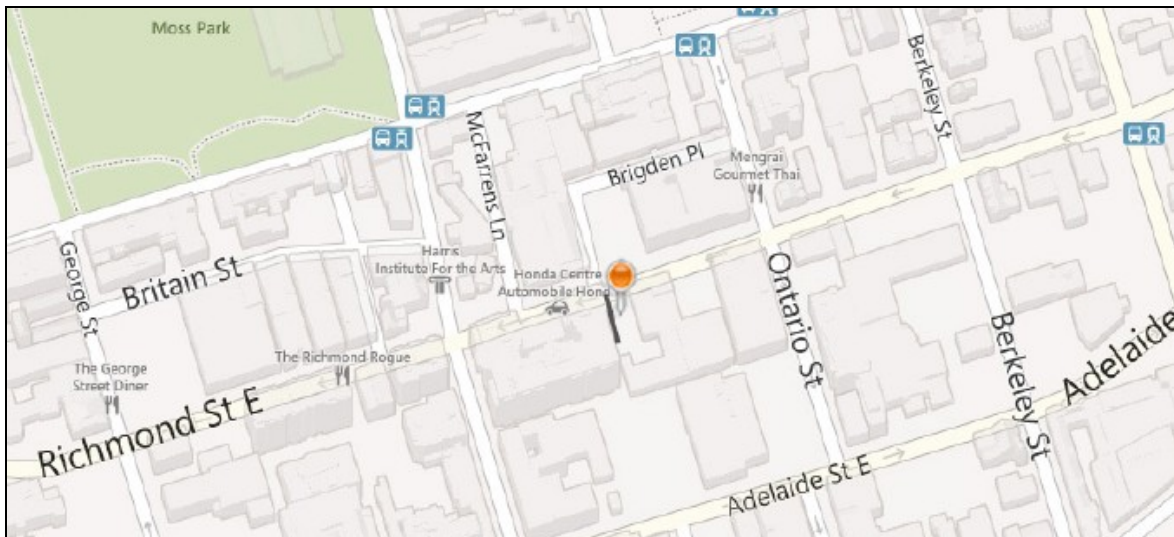
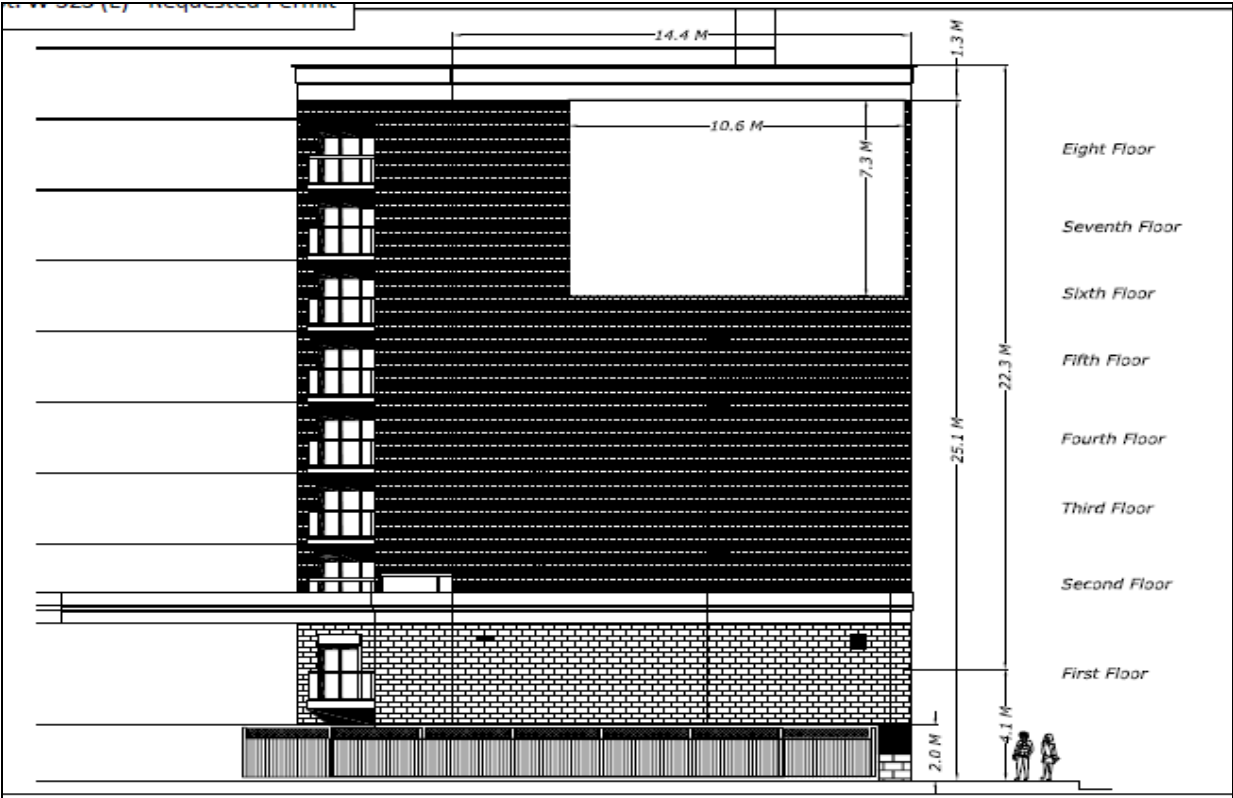


Figure 2 –Photo Rendering of Proposed Sign at 323-325 Richmond Street East



Figure 3 - Sketch of Proposed Sign at 323-325 Richmond Street East



Site Context – 323-325 Richmond Street East

- The subject property is located on Richmond Street East, west of Ontario Street and east of Sherbourne Street, and is a residential building containing street-level commercial / retail uses;
- It is surrounded by a few condominium buildings to the west; a car dealership and a four-storey commercial building to the north; and,
- To the east is a low-rise commercial building.

Ward 30:

235 Danforth Avenue

Table – Summary of Sign Proposal for 235 Danforth Avenue

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Commercial Residential	Public Roadway	Commercial Residential
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	West	West	No Difference
Sign Dimensions (m) (width x length)	Not Available	7.3 x 6.1	Not Available
Sign Size (m ²)	44.53	44.53	0
Sign height (m)	15	15.7	0.7
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		Greater than 100	
Distance to nearest Intersection:		Greater than 30	

Figure 1 – Map of Proposed Sign at 235 Danforth Avenue

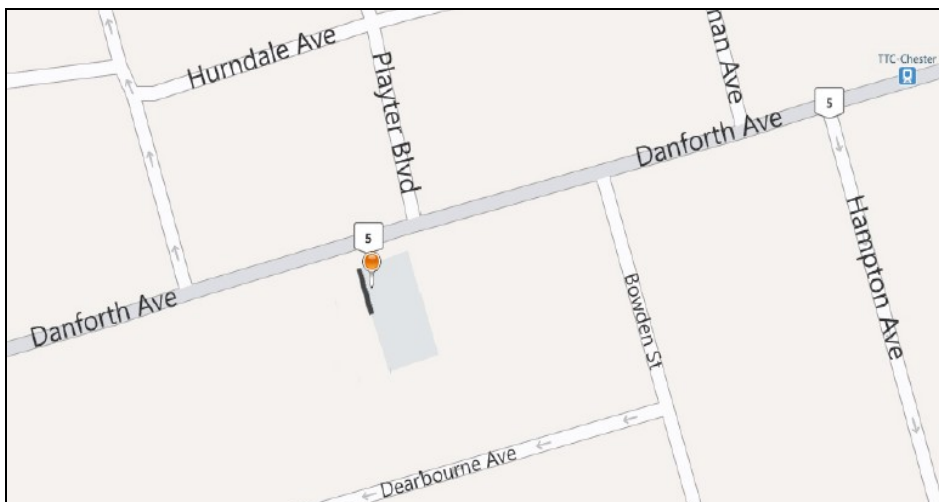
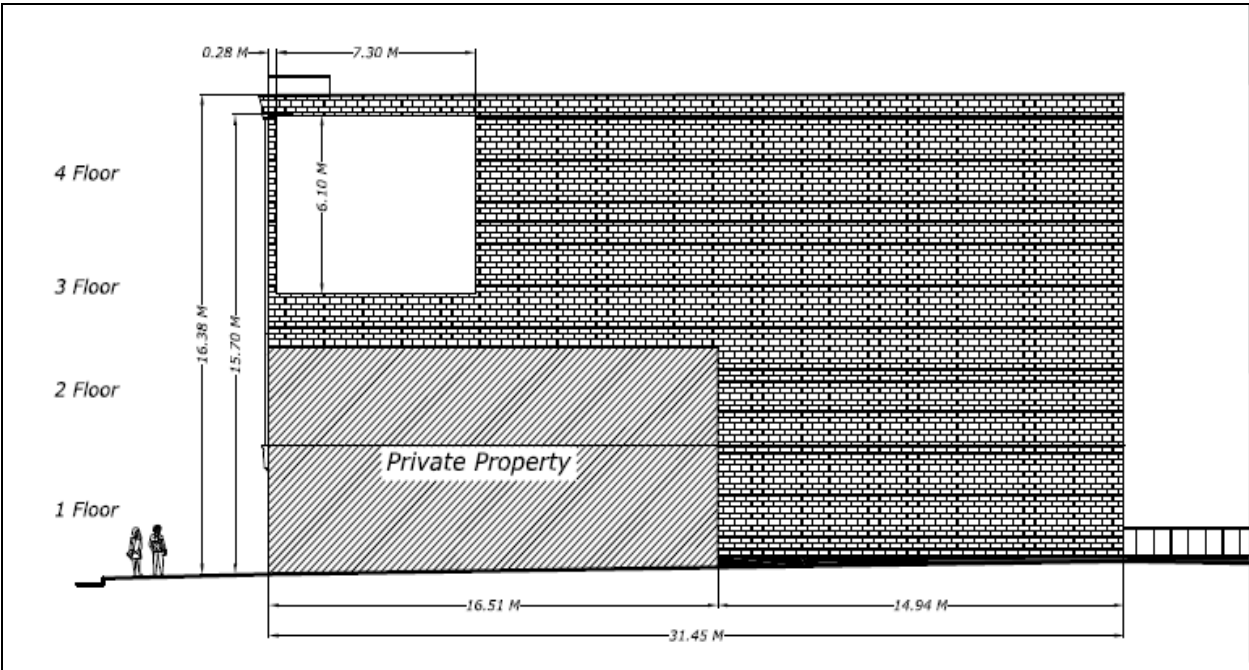


Figure 2 – Photo Rendering of Proposed Sign at 235 Danforth Avenue



Figure 3 – Sketch of Proposed Sign at 235 Danforth Avenue



Site Context – 235 Danforth Avenue

- The subject property is located on a four-storey commercial building on the north side of Danforth Avenue, south of Hurndale Avenue and west of Jackman Avenue;
- It is surrounded by two-storey commercial and office buildings;
- To the west are restaurants, health and fitness centres and the Danforth BIA;
- To the north are residential dwellings;
- To the south is a Baptist Church, a convenience store, a flower boutique and other commercial use buildings; and,
- To the east is a United Church, a health centre and other commercial use buildings.

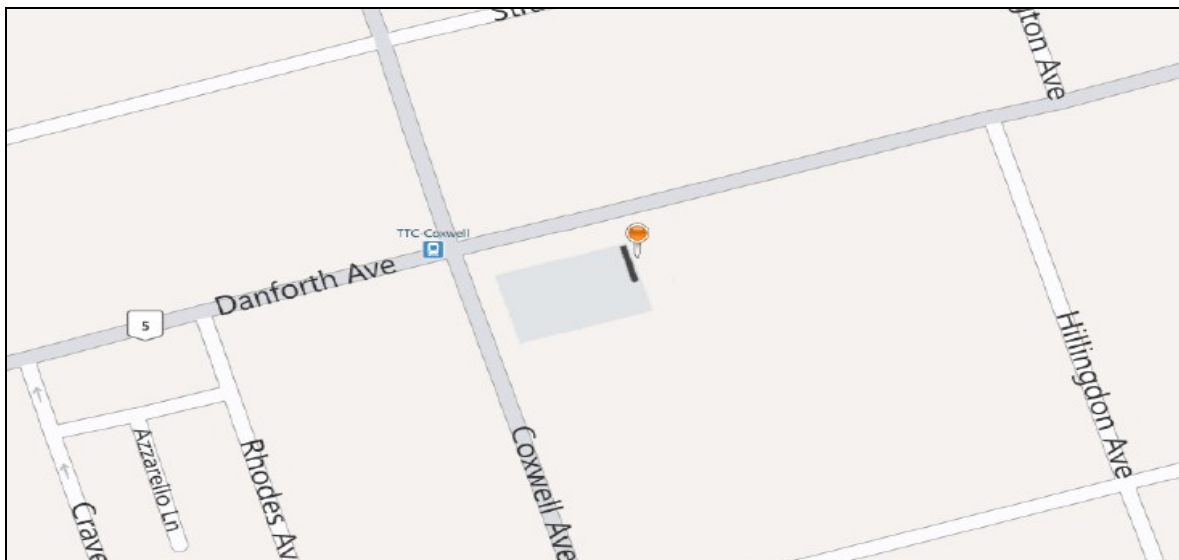
Ward 32:

1577 Danforth Avenue (695 Coxwell Avenue)

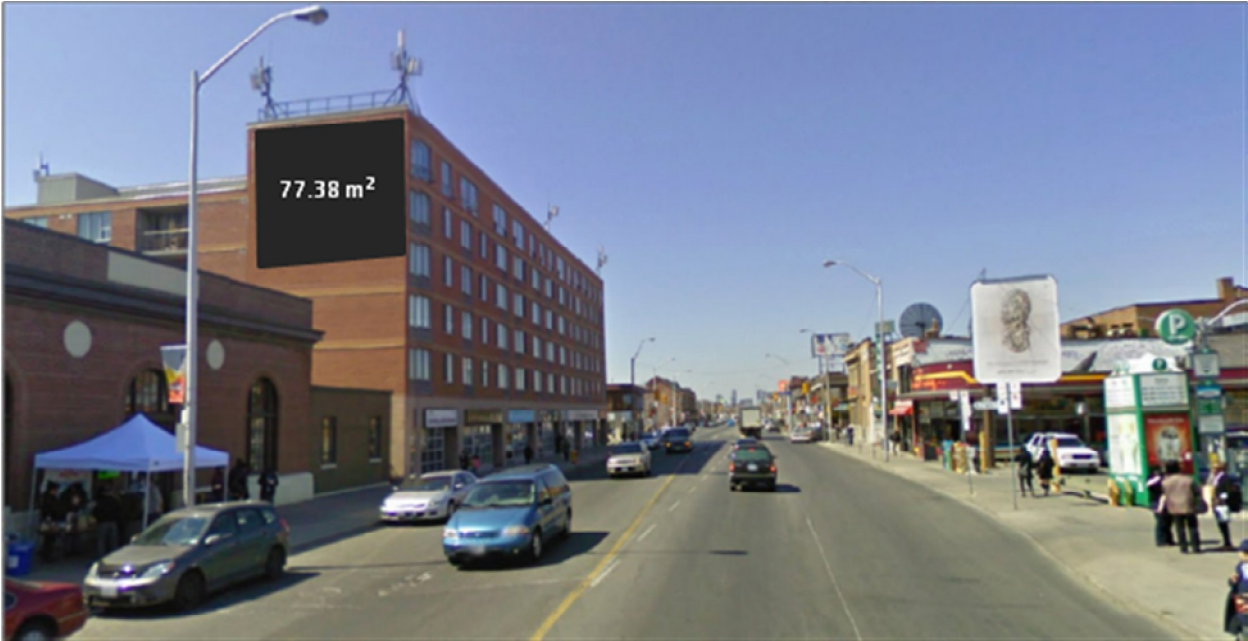
Table – Summary of Sign Proposal for 1577 Danforth Avenue (695 Coxwell Avenue)

Sign District Designation of property:		CR – Commercial Residential	
Sign District Designations of surrounding properties:			
North	East	South	West
Public Roadway	Utility	Utility	Public Roadway
Sign Attributes:			
	Existing Permission	Requested Permission	Difference
Sign Orientation	East	East	No Difference
Sign Dimensions (m) (width x length)	10.8 x 6.5	10.6 x 7.3	-0.2 x 0.8
Sign Size (m ²)	69.87	77.38	7.51
Sign height (m)	11.5	17.3	5.8
Separation Distances (metres):			
Distance to nearest Residential, Residential Apartment or Open Space Sign District:		Greater than 30	
Distance to nearest Third-Party Sign:		85	
Distance to nearest Intersection:		Greater than 30	

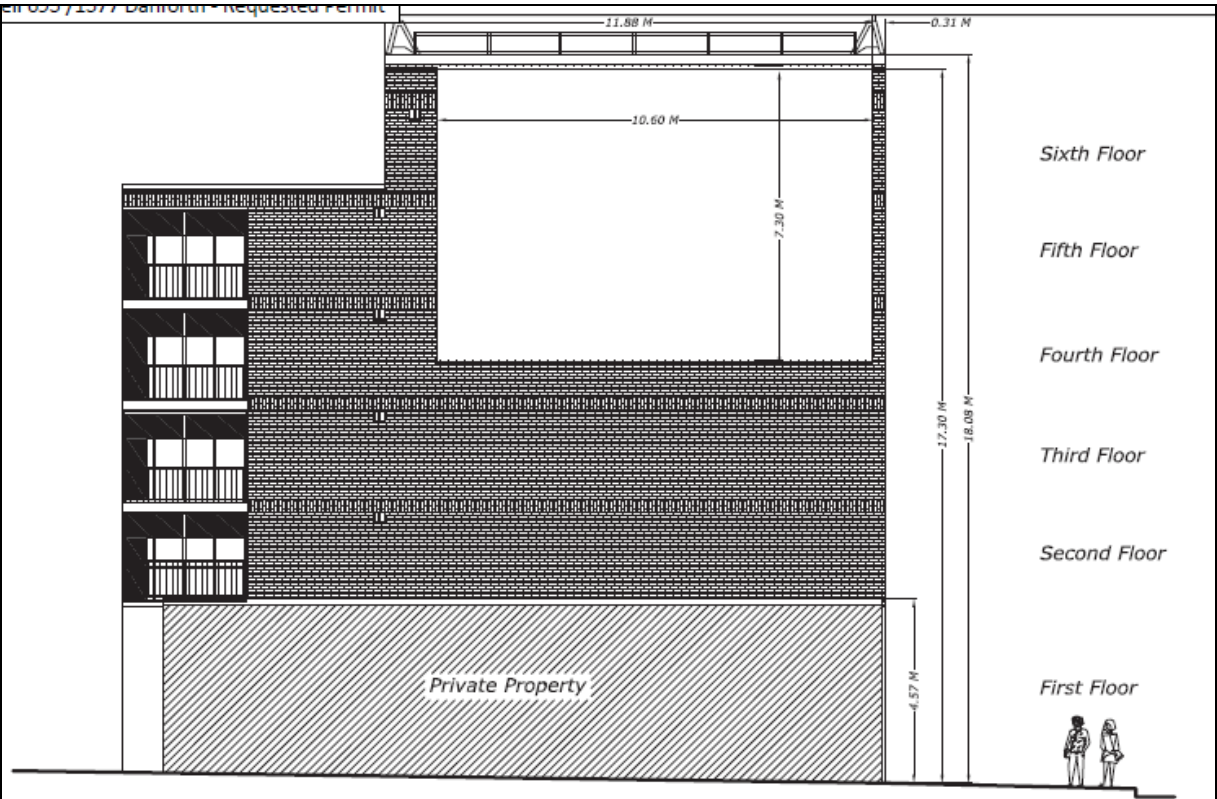
Figure 1 – Map of Proposed Sign at 1577 Danforth Avenue (695 Coxwell Avenue)



**Figure 2 – Photo Rendering of Proposed Sign at 1577 Danforth Avenue
(695 Coxwell Avenue)**



**Figure 3 – Sketch of Proposed Sign at 1577 Danforth Avenue
(695 Coxwell Avenue)**



Site Context – 1577 Danforth Avenue (695 Coxwell Avenue)

- The subject property is located at the south-east corner of Coxwell Avenue and Danforth Avenue, west of Woodbine Avenue, and is a six-storey mixed-use apartment building;
- To the east is a series of low-rise commercial and office buildings;
- To the west is a large, single-storey works building and yard operated by the Toronto Transit Commission (TTC);
- To the north is a financial institution, several restaurants and the Coxwell Avenue subway station; and,
- To the south is a large parking lot and a row of detached homes comprising the northern boundary of an established residential neighbourhood.