

Strategic Media Signage Master Plan

Planning and Growth Management Committee
June 11, 2012



Summary of Strategic Media Signage Master Plan

- Replace 139 existing permits/approvals with 21 new approvals
 - Represents an 84% reduction in the number of Strategic Media sign permissions
- New permissions will:
 - Result in an overall reduction of signs
 - Result in an overall reduction in sign sizes
 - Contain restrictions and prohibitions on the illumination of signs
 - Signs will be subject to 5-year renewal provisions of Chapter 694
- Adoption of the proposed Signage Master Plan will resolve outstanding litigation
 - This will allow for more effective enforcement of Chapter 694 in the future

Example of large format Strategic Media wall sign



Same wall with sign removed



Impacts of Proposed Signage Master Plan

- Proposed Signage Master Plan impacts 20 wards
- Current and Proposed Sign locations are largely in the former City of Toronto area where large format mural signs were permitted
- Locations will be eliminated in 10 Wards:
 - Wards 5, 11, 13, 15, 17, 21, 24, 29, 34, 40
- Strategic Media Signs are proposed in 10 Wards:
 - Wards 14, 18, 19, 20, 22, 25, 27, 28, 30, 32

Ward 14

Current Number
of Strategic Media
Sign Locations = 4

★ = one sign



Ward 14

Proposed Number
of Strategic Media
Sign Locations = 1

★ = one sign



Sign Proposed in Ward 14

1678 Bloor Street West



Ward 18

Current Number
of Strategic Media
Sign Locations = 8

★ = one sign



Ward 18

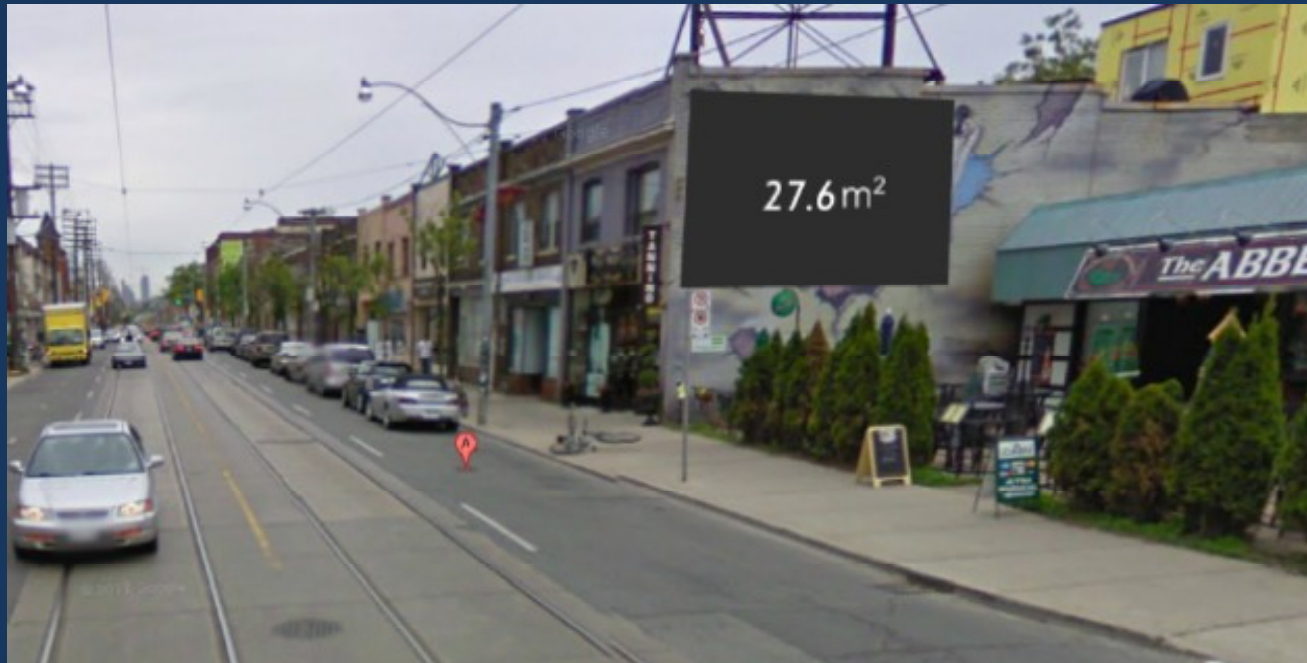
Proposed Number
of Strategic Media
Sign Locations = 1

★ = one sign



Sign Proposed in Ward 18

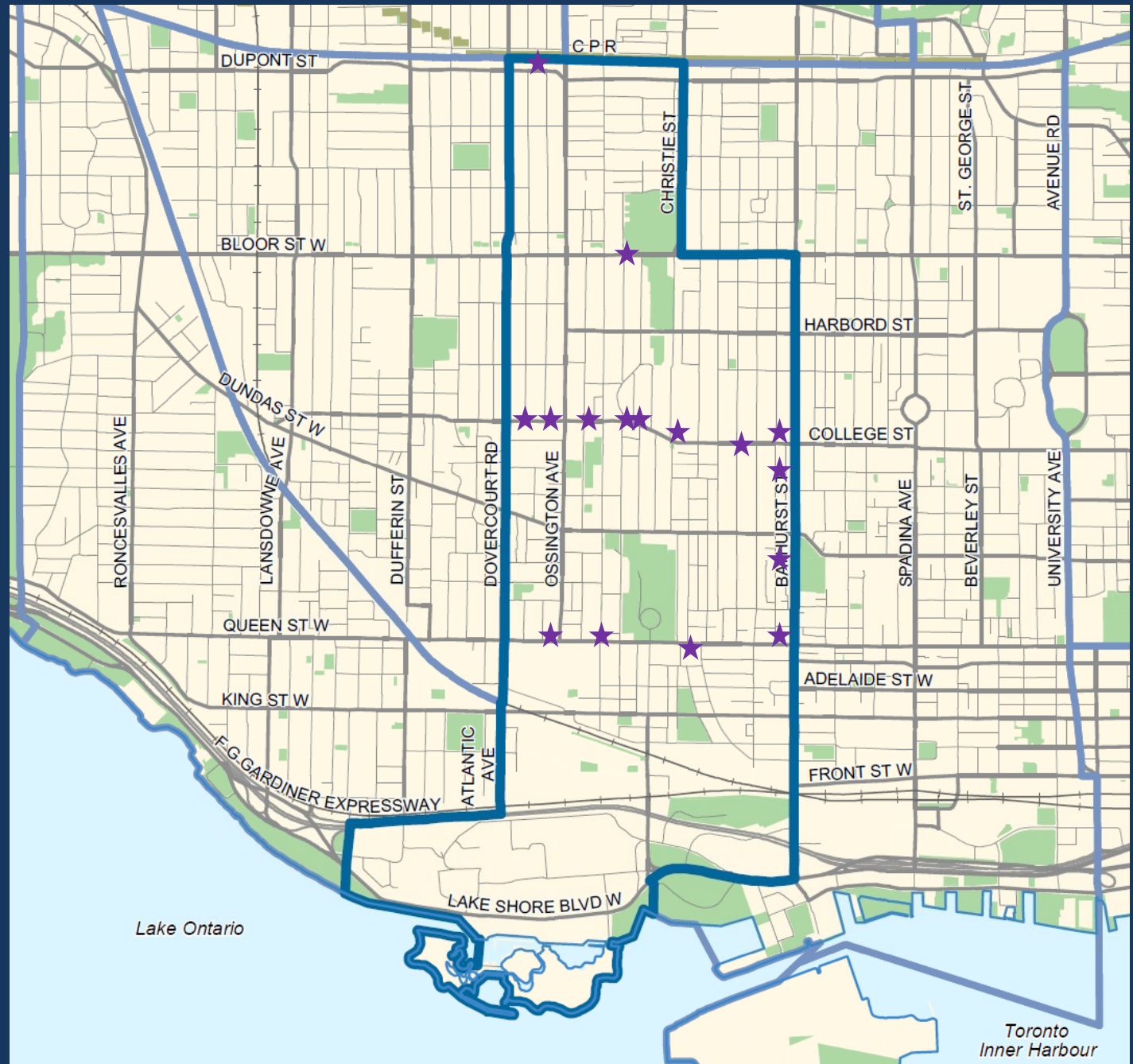
985 College Street



Ward 19

Current Number of
Strategic Media
Sign Locations = 16

★ = one sign



Ward 19

Proposed Number
of Strategic Media
Sign Locations = 4

★ = one sign



Signs Proposed in Ward 19

450 Bathurst Street



805 Bloor Street West



Signs Proposed in Ward 19

869/871 Queen Street West



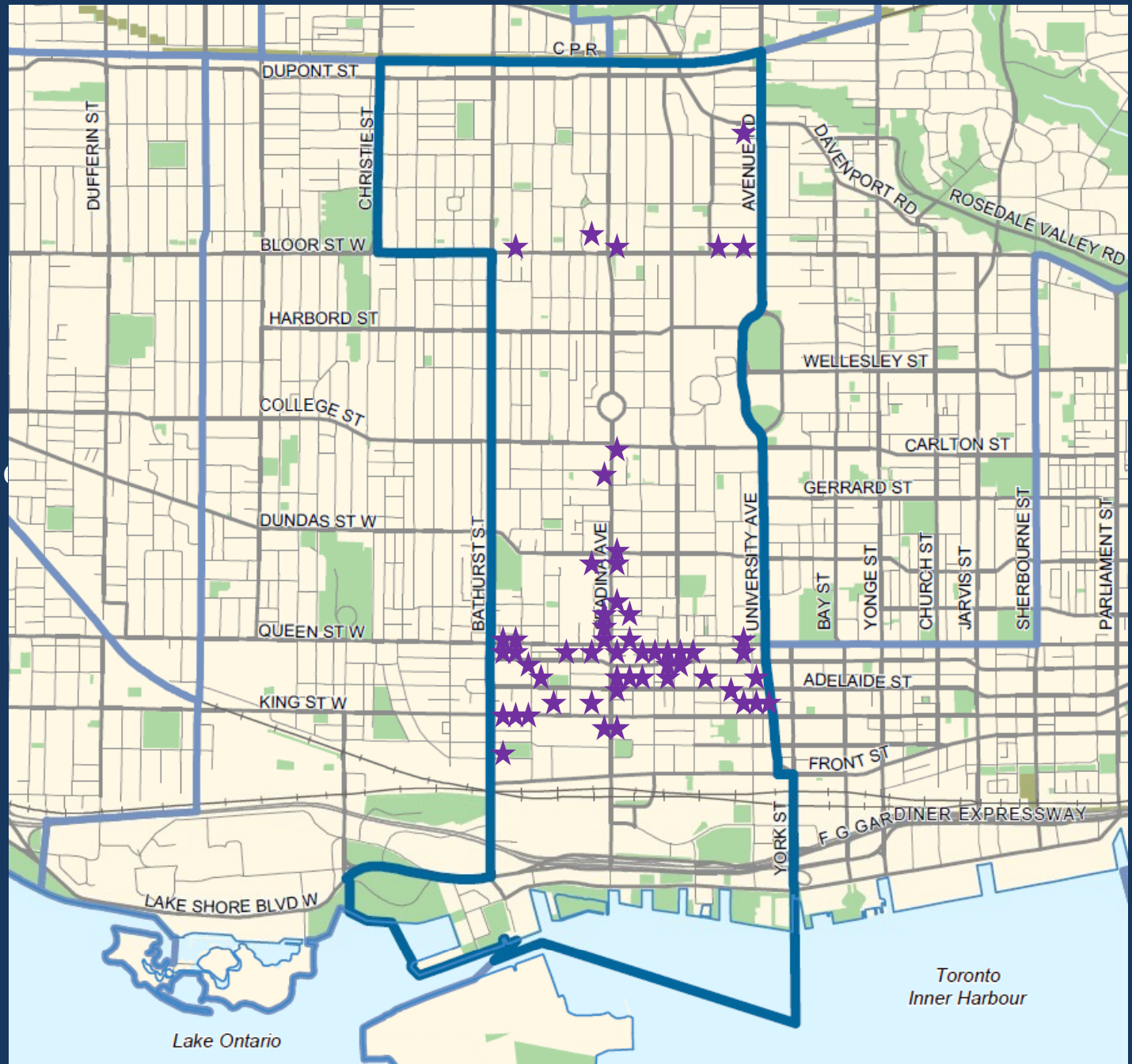
940 Queen Street West



Ward 20

Current Number of
Strategic Media
Sign Locations = 53

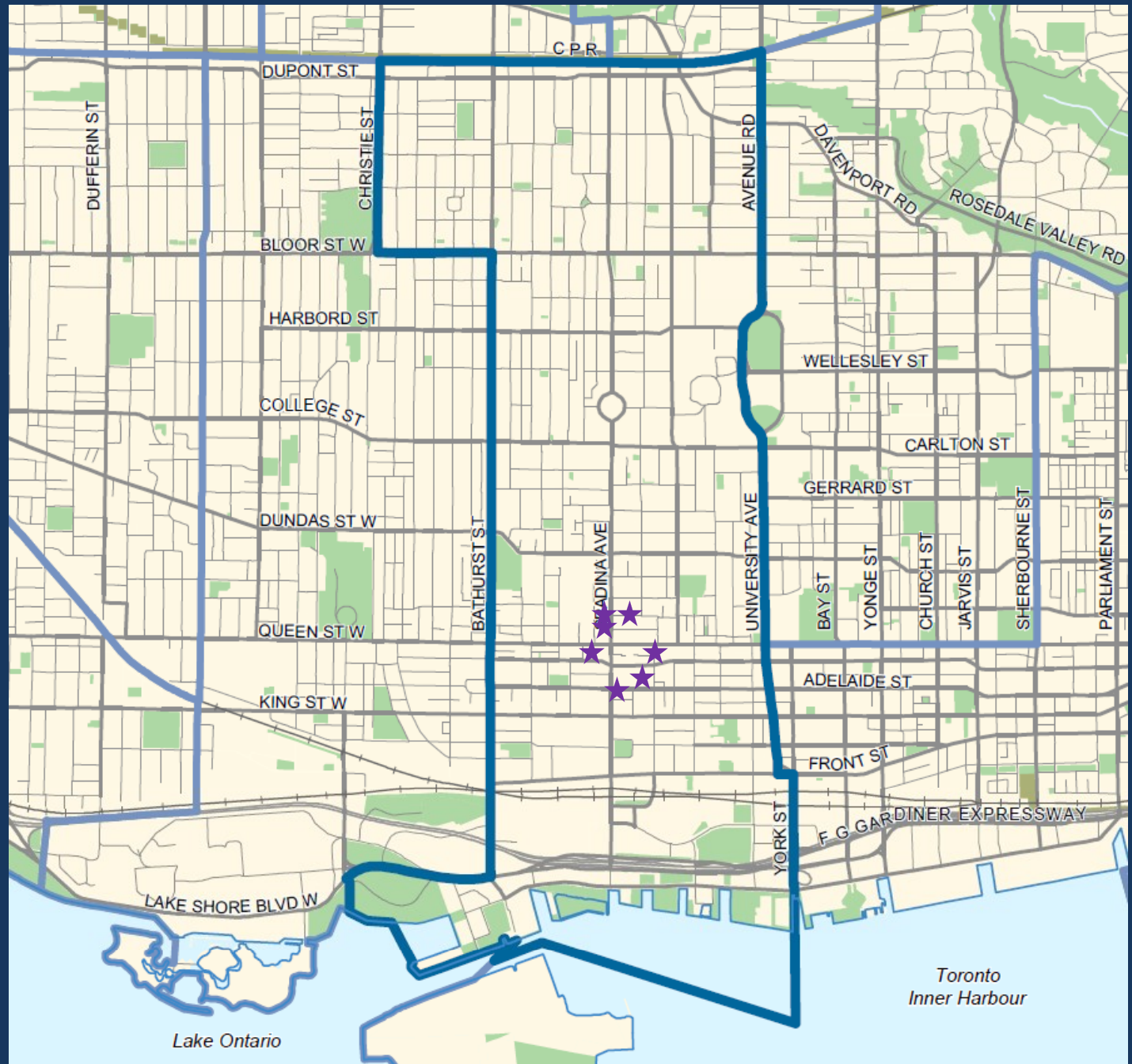
★ = one sign



Ward 20

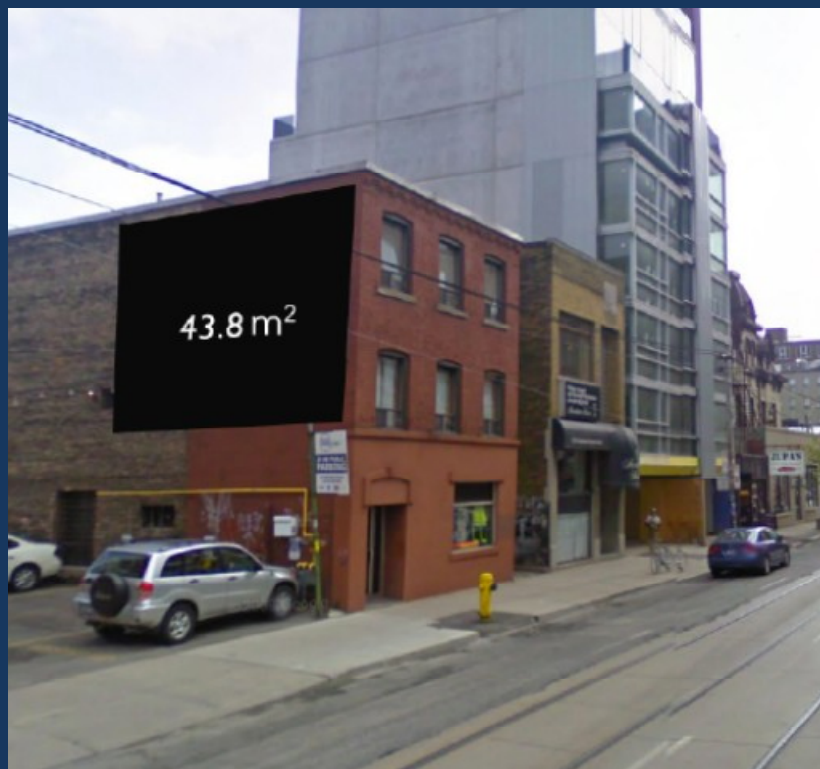
Proposed Number
of Strategic Media
Sign Locations = 7

★ = one sign



Signs Proposed in Ward 20

352 Adelaide Street West



118 Peter Street



Signs Proposed in Ward 20

452 Richmond Street West

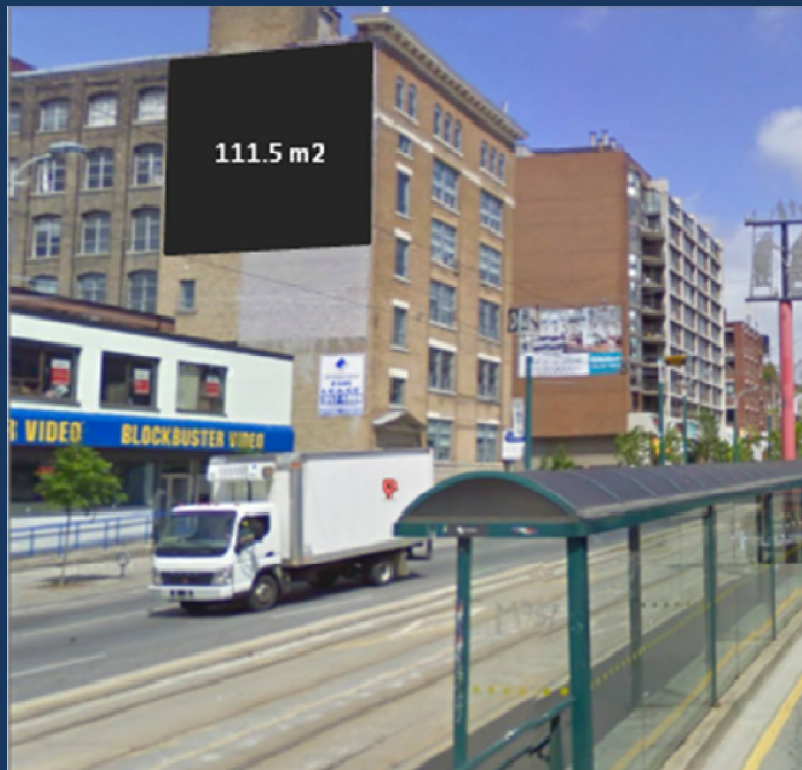


101 Spadina Avenue



Signs Proposed in Ward 20

174 Spadina Avenue (South Wall)



174 Spadina Avenue (North Wall)



Signs Proposed in Ward 20

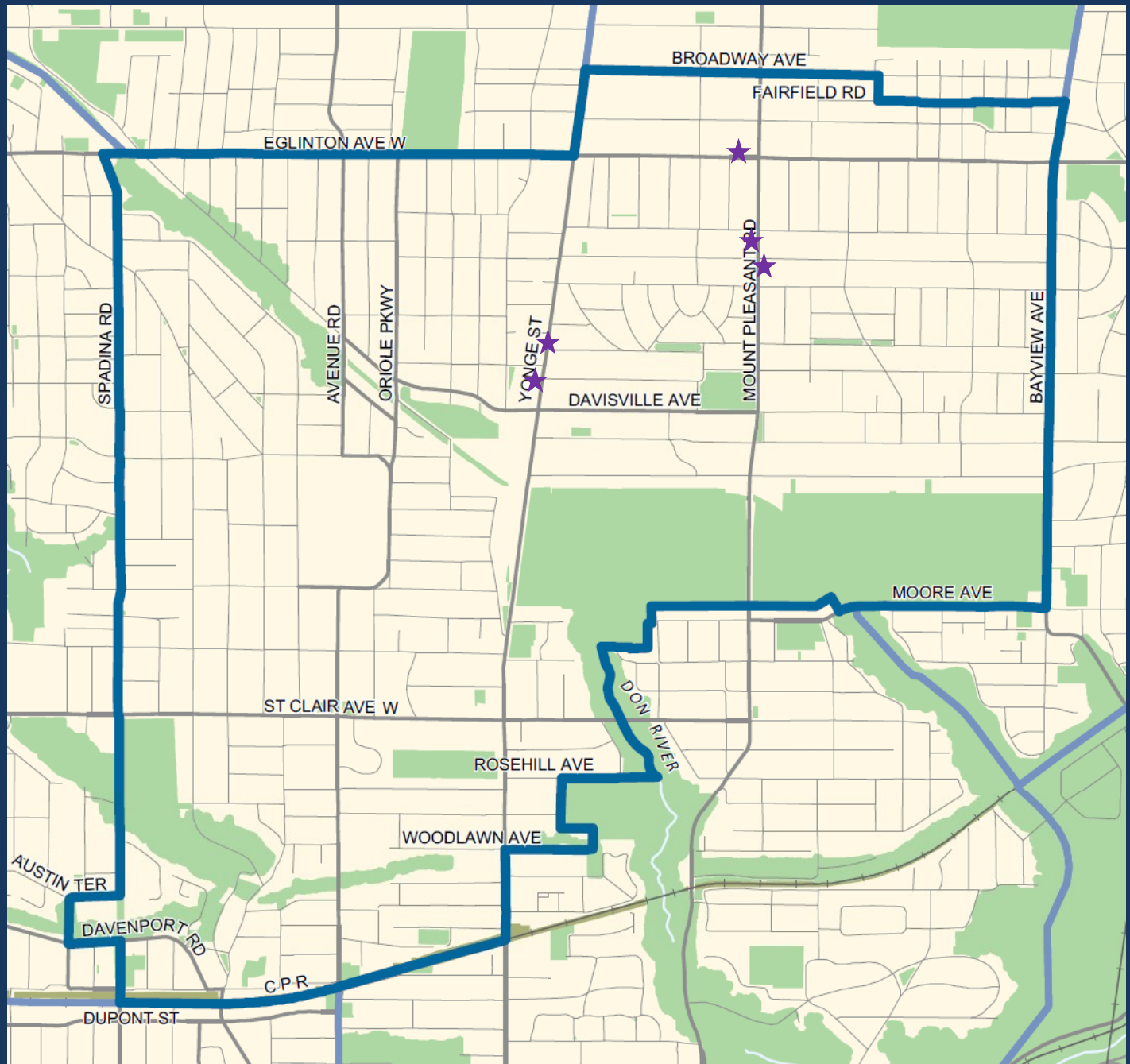
185 Spadina Avenue



Ward 22

Current Number
of Strategic Media
Sign Locations = 5

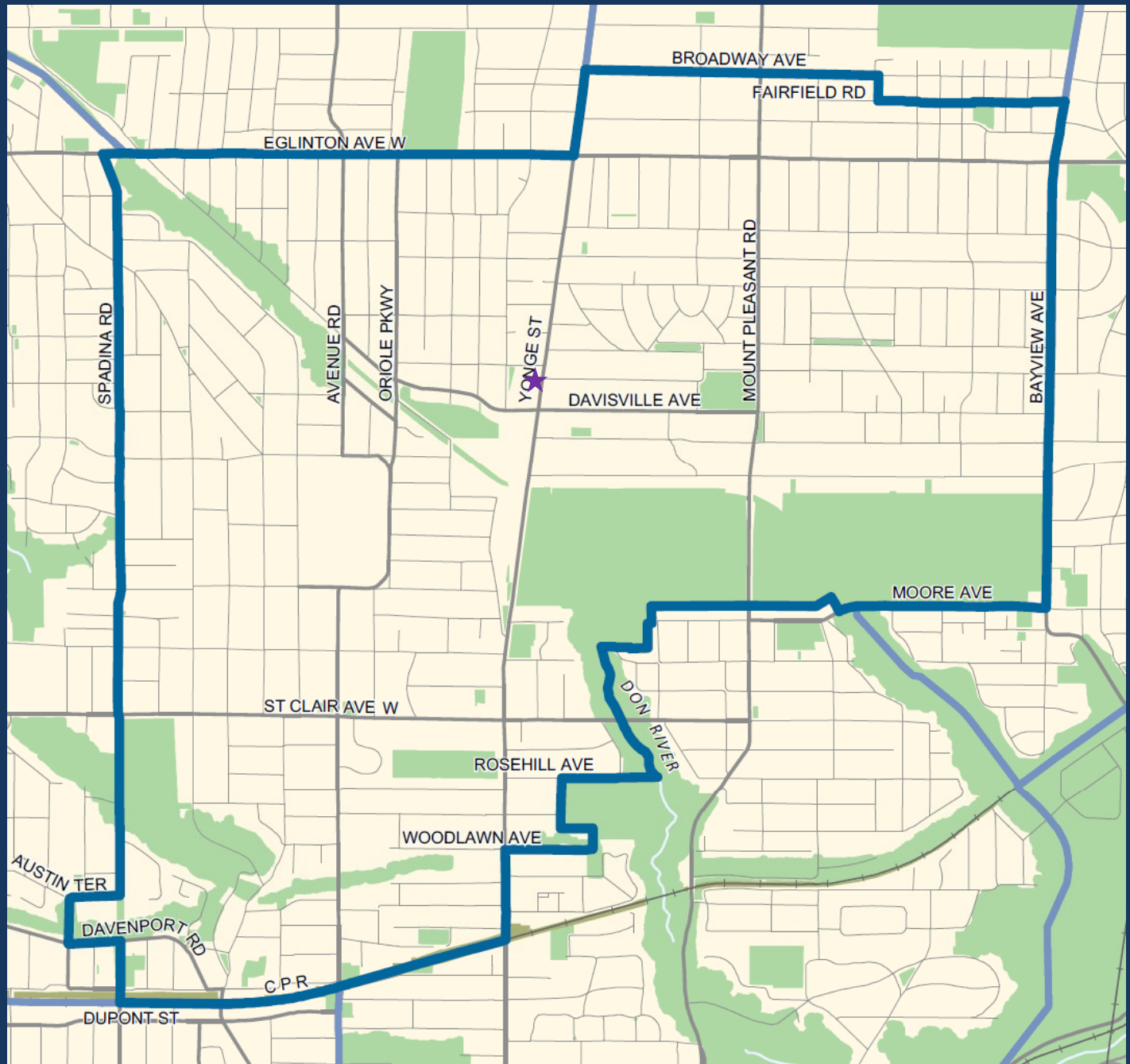
★ = one sign



Ward 22

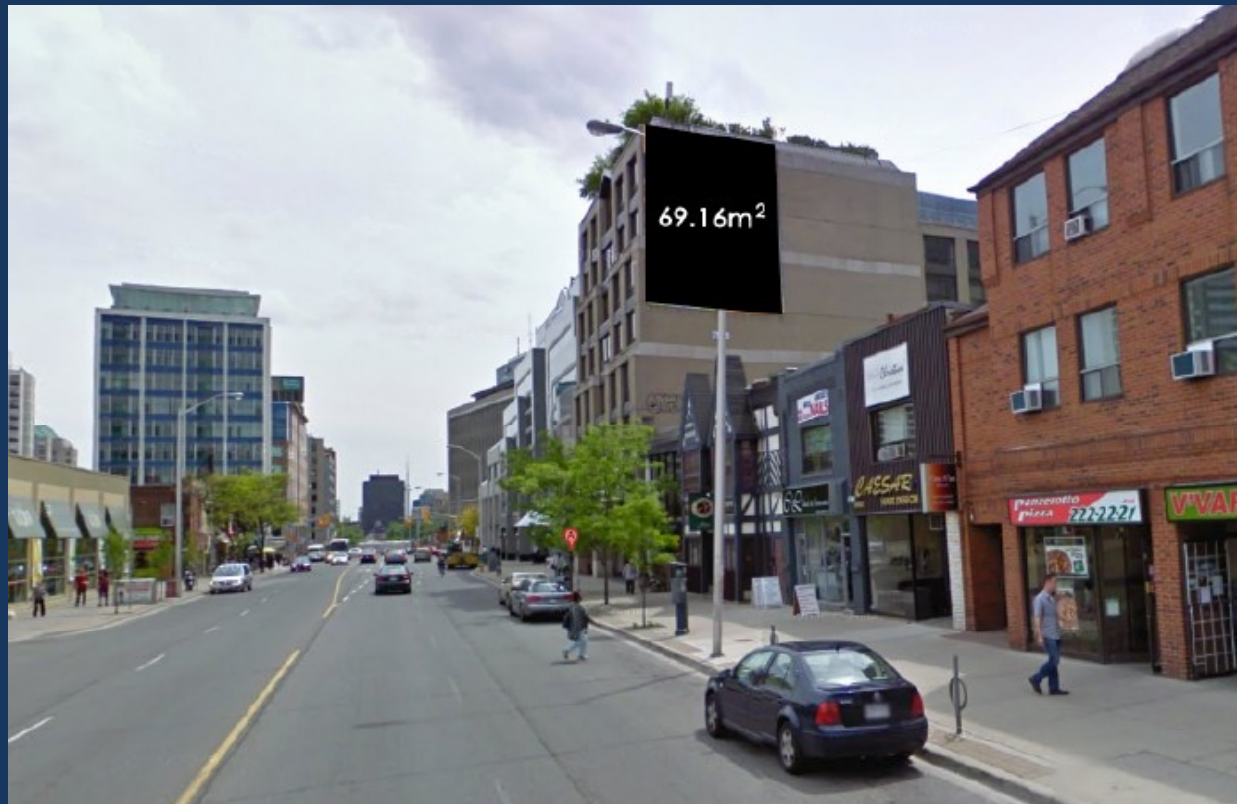
Proposed Number
of Strategic Media
Sign Locations = 1

★ = one sign



Sign Proposed in Ward 22

1944 Yonge Street



Ward 25

Current Number
of Strategic Media
Sign Locations = 2

★ = one sign



Ward 25

Proposed Number
of Strategic Media
Sign Locations = 1

★ = one sign



Sign Proposed in Ward 25

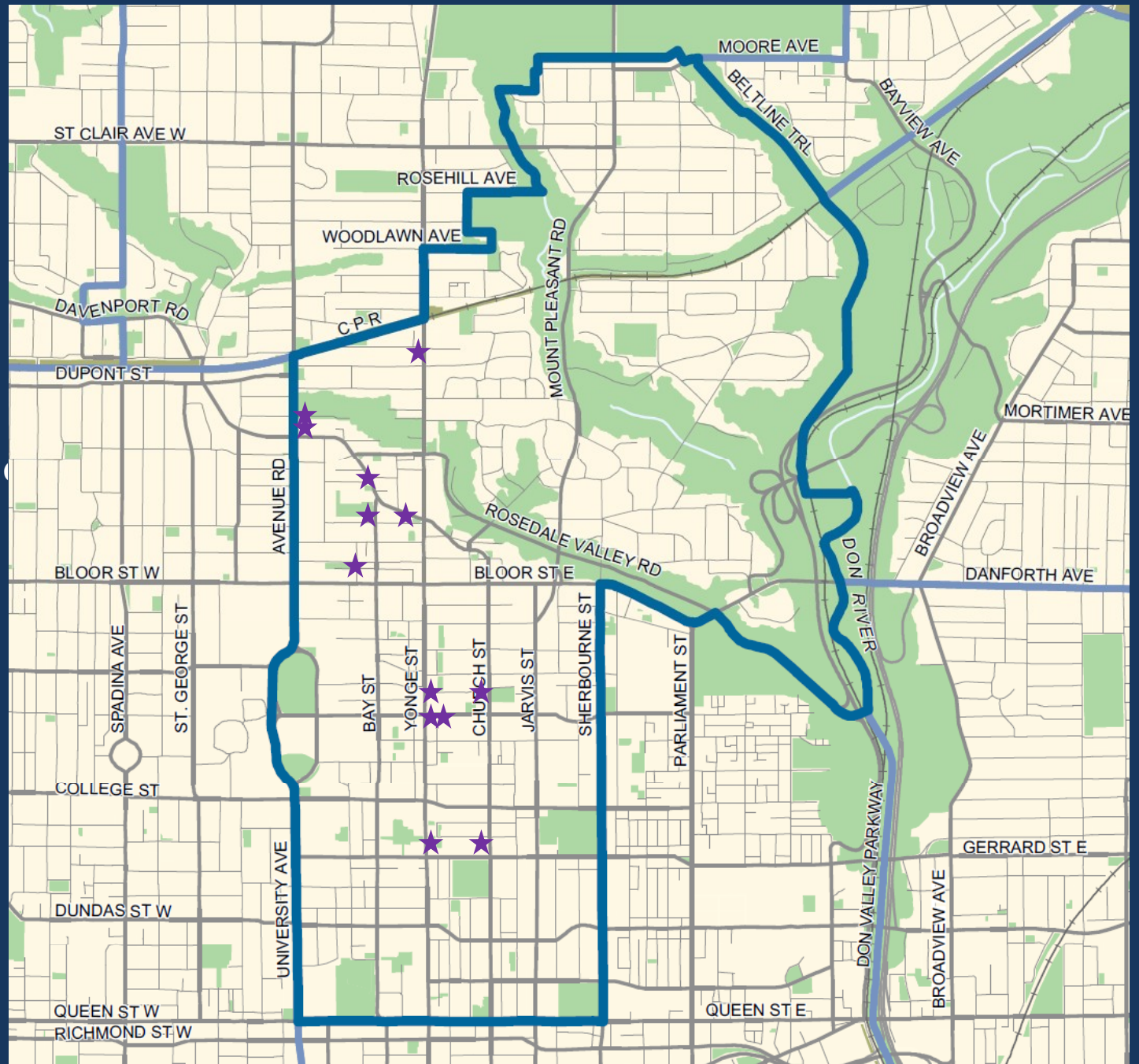
18 Wanless Avenue



Ward 27

Current Number of
Strategic Media
Sign Locations = 13

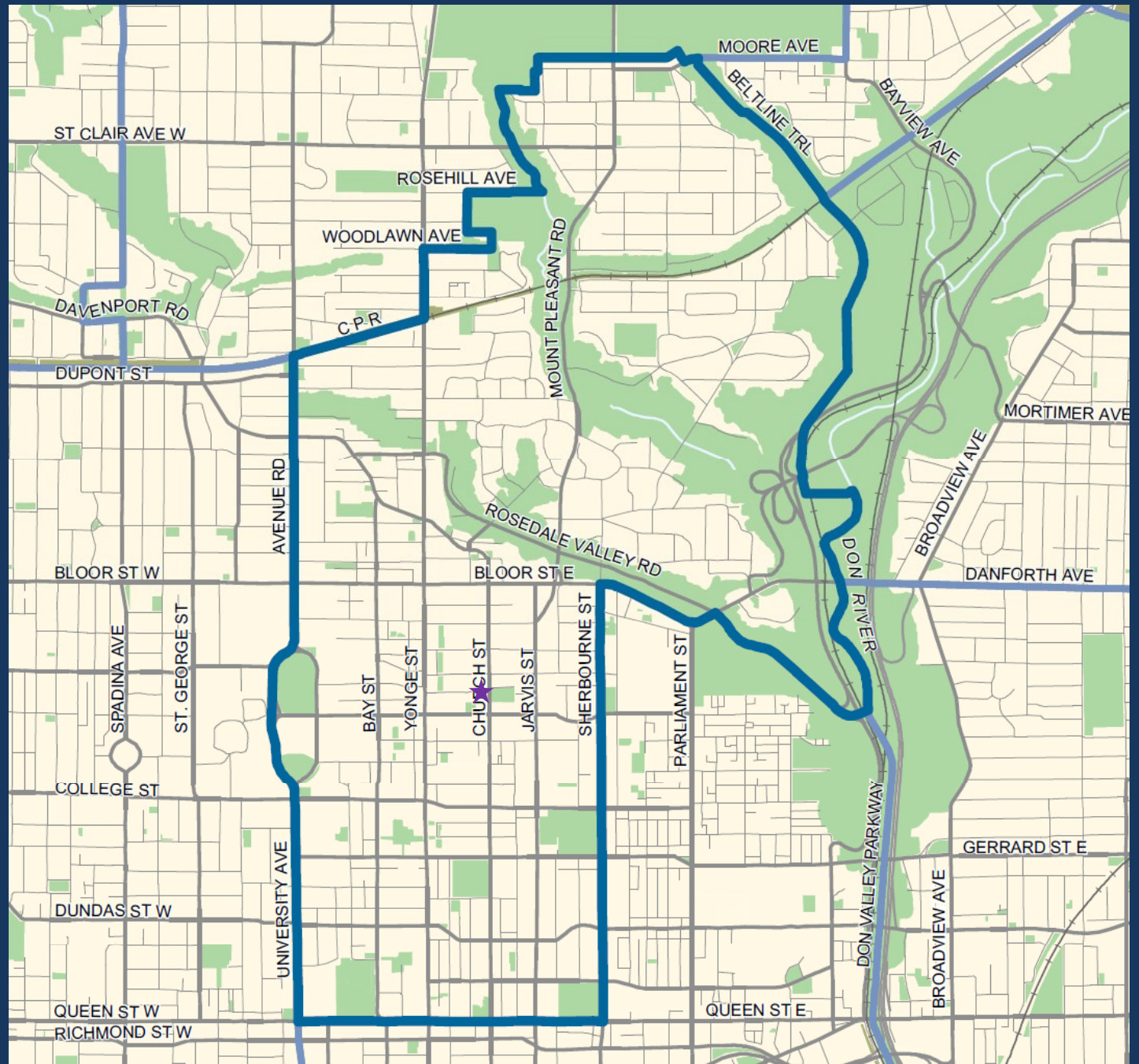
★ = one sign



Ward 27

Proposed Number
of Strategic Media
Sign Locations = 1

★ = one sign



Sign Proposed in Ward 27

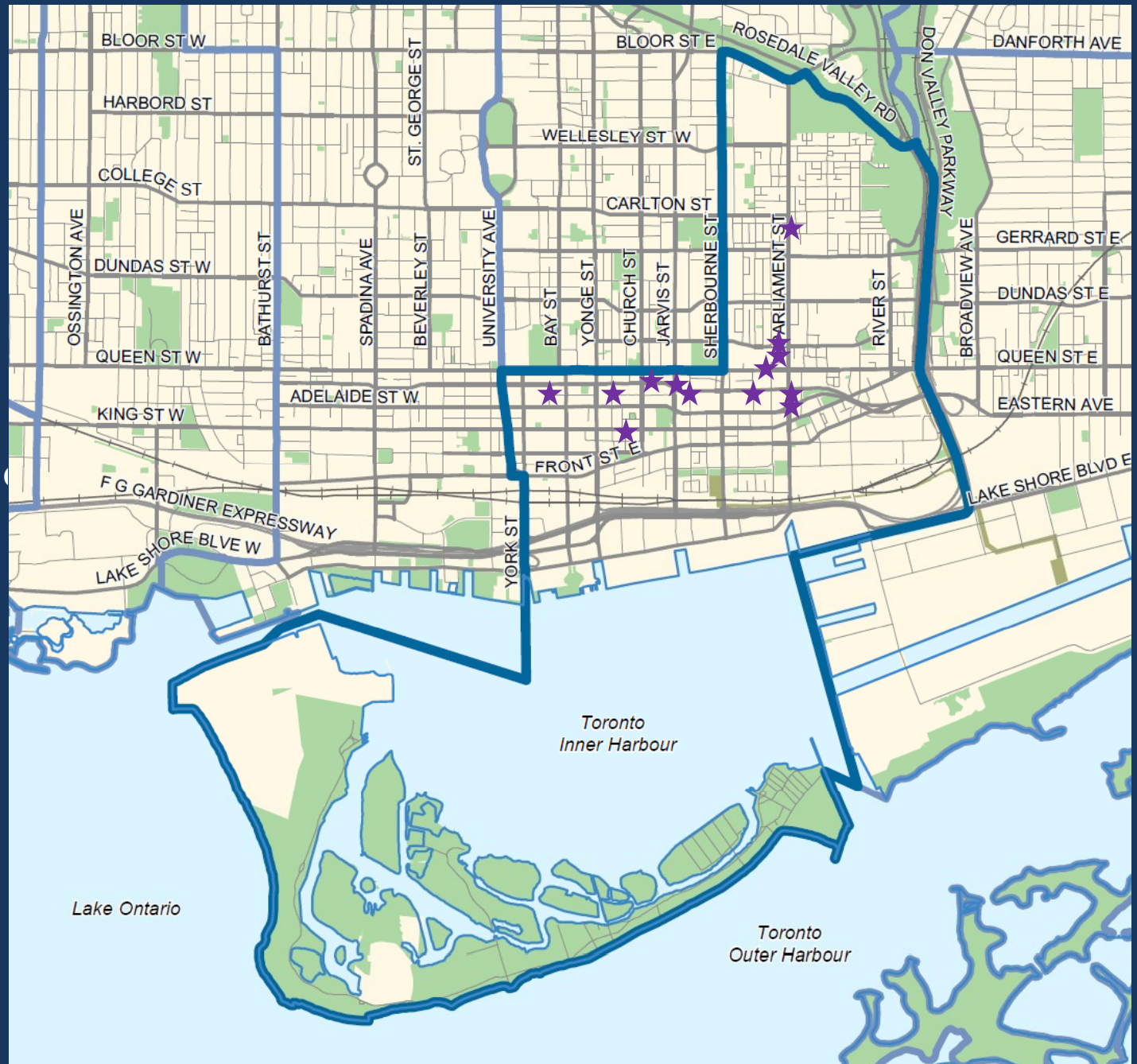
568 Church Street



Ward 28

Current Number of
Strategic Media
Sign Locations = 13

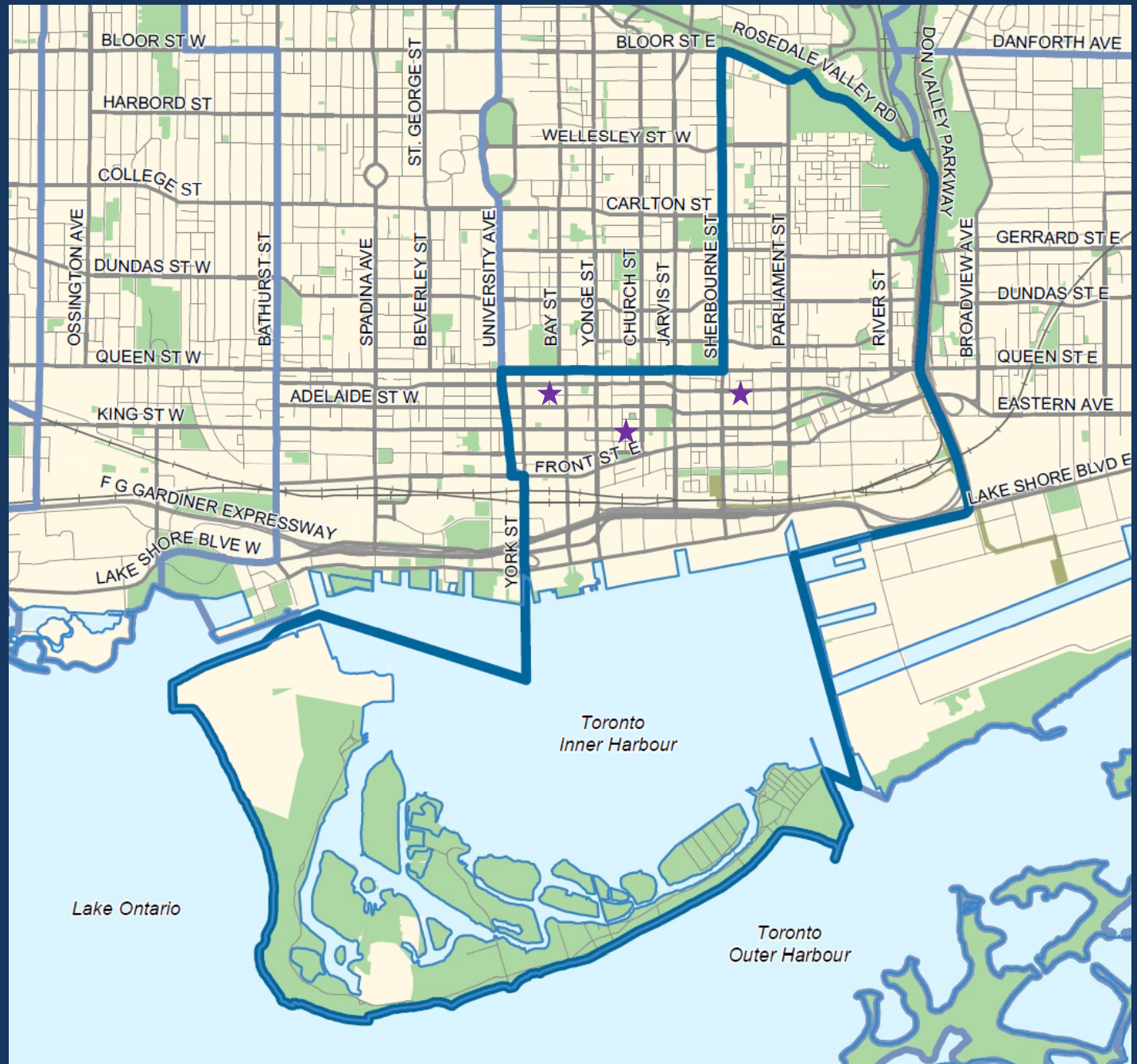
★ = one sign



Ward 28

Proposed Number
of Strategic Media
Sign Locations = 3

★ = one sign

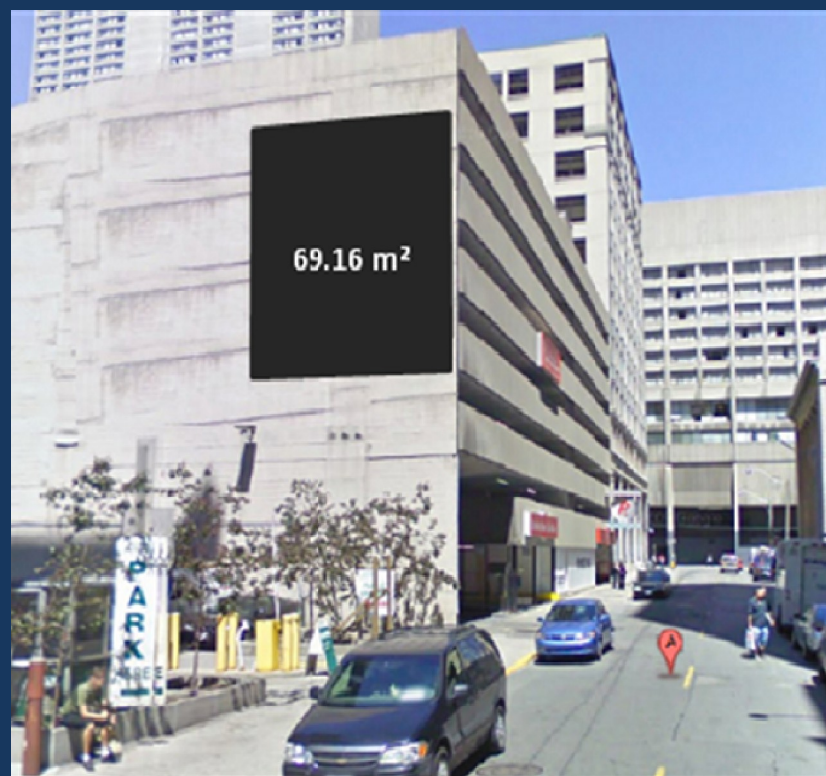


Signs Proposed in Ward 28

71-73 King Street East



22 (14) Sheppard Street



Signs Proposed in Ward 28

323-325 Richmond Street East



Ward 30

Current Number of
Strategic Media
Sign Locations = 10

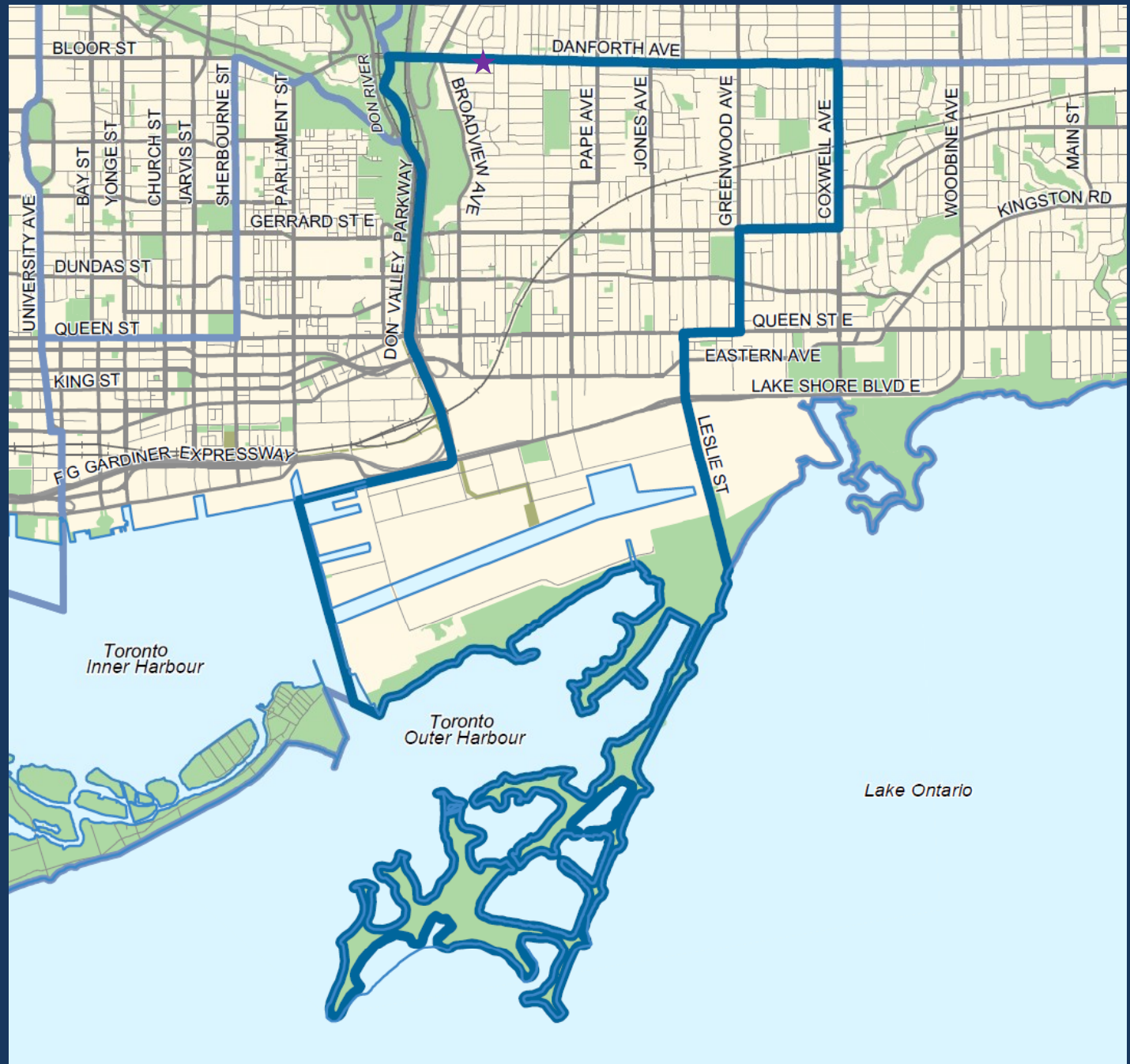
★ = one sign



Ward 30

Proposed Number
of Strategic Media
Sign Locations = 1

★ = one sign



Sign Proposed in Ward 30

235 Danforth Avenue



Ward 32

Current Number
of Strategic Media
Sign Locations = 5

★ = one sign



Ward 32

Proposed Number
of Strategic Media
Sign Locations = 1

★ = one sign



Sign Proposed in Ward 32

1577 Danforth Avenue

