



REPORT FOR ACTION

Follow-up Report - Area-Specific Amendment to the Sign By-law for 153 Dufferin Street

Date: September 21, 2017
To: Planning and Growth Management Committee
From: Chief Building Official and Executive Director, Toronto Building (Acting)
Wards: 14 – Parkdale-High Park

SUMMARY

This is a follow-up report by the Acting Chief Building Official and Executive Director, Toronto Building (the "CBO") to review and comment on a revised application by Outfront Media to amend the Sign By-law to allow for one single-sided electronic third party ground sign at 153 Dufferin Street, following a request from the Planning and Growth Management Committee ("PGM") to report back following its meeting on May 31, 2017.

In the CBO's May 16, 2017 report, the CBO recommended refusal of the amendment application as the sign proposed at that time was too large and was likely to negatively impact adjacent properties ("Original Proposal"). In addition, the Original Proposal requested an extension of the five-year sign permit expiry date to 15 years.

The applicant has now modified their proposed amendment since PGM originally considered the application in May ("Current Proposal"). Since that time, the applicant has reduced the proposed sign face area by approximately 43%, and has reduced the height of the sign by 3.65 metres. The applicant has also added shielding to the sign face in order to restrict light spill from the sign and limit the sign's impact on nearby properties in Liberty Village. The applicant has withdrawn their request for an extended sign permit term of 15 years. The proposed sign is subject to a five-year term, consistent with the Sign By-law.

The amendment application also includes the removal of the existing double-sided roof sign on the property, along with the large metal sign structure and associated up-lighting. The existing roof sign is visible from nearby residential buildings.

The CBO now recommends to PGM that City Council approve the revised application for a Sign By-law amendment at 153 Dufferin Street. The current proposal results in a considerable reduction in the total sign face area and height of the sign and is consistent with the goals and objectives of the Sign By-law for the Gardiner Gateway Special Sign District ("GG-SSD").

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building, recommends to the Planning and Growth Management Committee that:

1. City Council amend the Sign By-law by adding an area-specific amendment to Schedule 'B' of Chapter 694, Signage Master Plans and Area Specific Amendments, to allow for, in addition to the signage otherwise permitted by the Sign By-law, an electronic third party ground sign at 153 Dufferin Street, as described in Attachment 1 of this report; and
2. City Council authorize the City Solicitor to prepare the necessary Bills for introduction in Council to implement the above recommendation, subject to such stylistic and technical changes to the draft by-law as may be required.

FINANCIAL IMPACT

The recommendations in this report have no financial impact.

DECISION HISTORY

At the May 31, 2017, Planning and Growth Management Committee meeting, the CBO was requested to report back on the application by Outfront Media to amend the Sign By-law to allow for one single-sided electronic ground sign at 153 Dufferin Street.

Item PG21.9: Applications for Area-Specific Amendments to the City's Sign By-law: 750 Spadina Avenue, 150 Sherway Drive, 153 Dufferin Street, 700 Lawrence Avenue West, 2263-2287 Yonge Street and 2 Strachan Avenue
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.PG21.9>

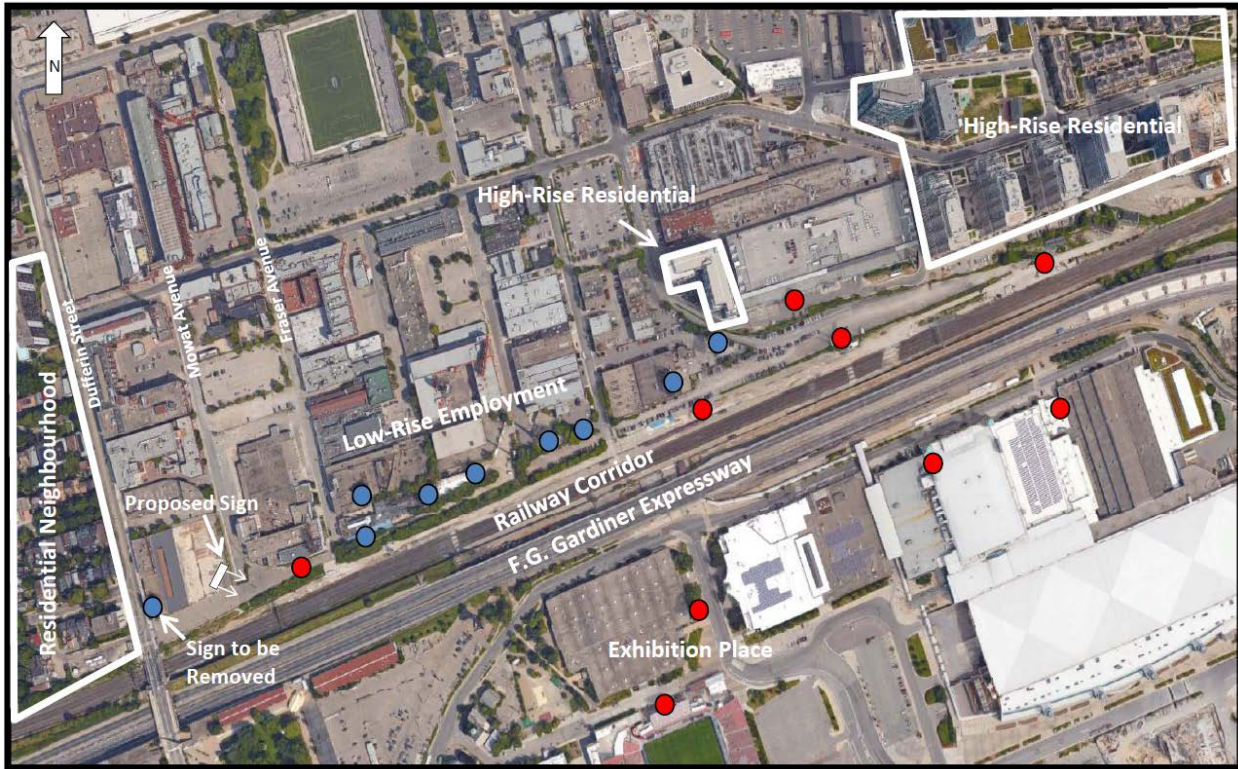
COMMENTS

About the Property: 153 Dufferin Street

The property is located in the Gardiner Gateway Special Sign District ("GG-SSD"), where the Sign By-law permits large electronic third party signs. South of the proposed sign is the F.G. Gardiner Expressway, Exhibition Place and a railway corridor. To the west of the proposed sign, on the other side of Dufferin Street, is a residential neighbourhood. The proposed single sign face will be directed south-east, away from this neighbourhood.

To the east of the subject property are Mowat Avenue and Fraser Avenue, with low-rise buildings containing industrial and employment uses, as well as high-rise residential buildings approximately 520 metres further east in Liberty Village (see Figure 1).

FIGURE 1 - LOCATION OF PROPOSED SIGN AND SURROUNDING AREA



- Existing Static Signs
- Existing Electronic Signs

Sign By-law Dimensional Requirements

The Sign By-law allows 20 square metres in sign face area where a new electronic sign is proposed and 50 square metres in sign face area if an existing electronic sign is being upgraded. Similarly, a new electronic ground sign is permitted to be ten metres in height, whereas an upgraded sign is permitted to be 15 metres tall.

The Original Proposal

Previously, the applicant was proposing an amendment to allow a third party electronic sign that would have a sign face area of 146 square metres at a height of 22.8 metres above grade.

The proposal included the removal of the existing third party roof sign on the property (which could remain in place indefinitely). The applicant also requested a sign permit term of 15 years instead of the five-year term required by the Sign By-law.

Due to the potential impact of the proposed sign and the requested extension of the sign permit term, staff recommended refusal of the Original Proposal.

The Current Proposal

Staff have worked with the applicant to revise their Sign By-law amendment application in an effort to make the proposed sign more consistent with other electronic signs in the GG-SSD and reduce its impact on adjacent properties.

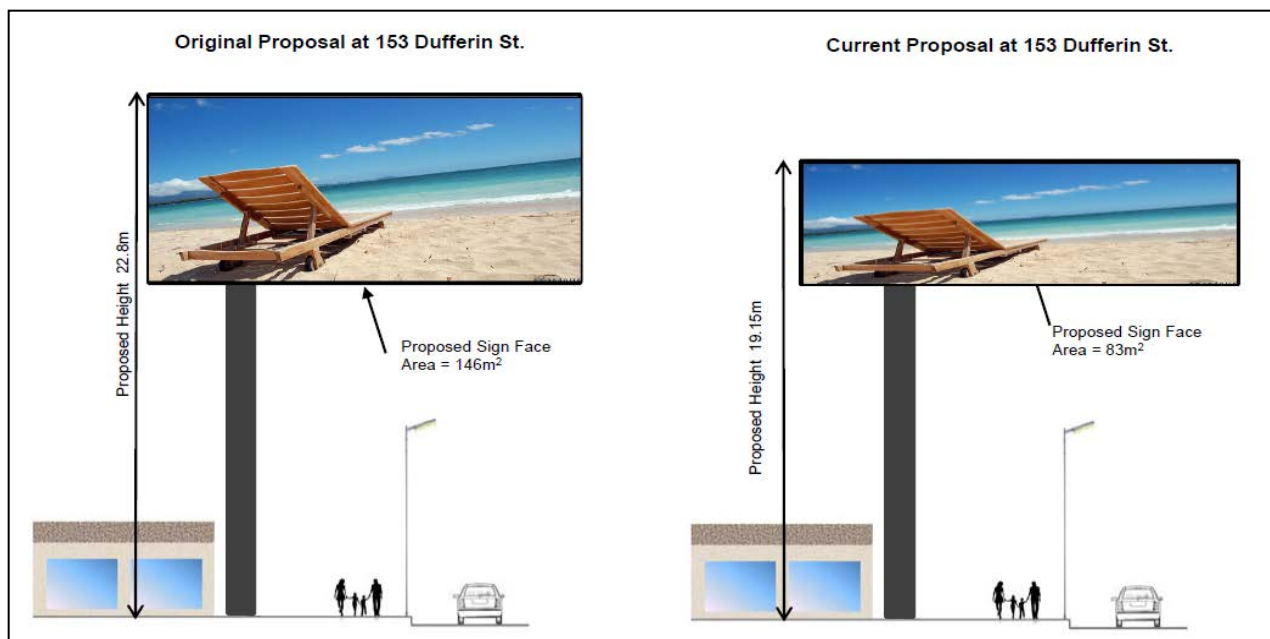
The proposed amendment is for a single-sided electronic ground sign containing static copy, with a sign face area of approximately 83 square metres at a height of approximately 19.15 metres. This represents a 43% reduction over the previously proposed sign face area of 146 square metres.

The height of the proposed sign has been lowered by 3.65 metres and the applicant will add shielding to the sign face. The shielding along with the reduced height will make the sign less visible while preventing light from spilling onto nearby properties in Liberty Village.

The applicant's current proposal no longer seeks a 15-year permit term, which will allow staff to review the sign after five years.

A complete list detailing the attributes of the proposed sign can be found in Table 1 of Attachment 2 (also see Figure 2 for a comparison of the sign as originally proposed to the sign as currently proposed).

FIGURE 2 - SIGN IN THE CURRENT PROPOSAL COMPARED TO THE SIGN IN THE ORIGINAL PROPOSAL



Compatibility and Impact of the Current Proposal on the Surrounding Area:

In addition to reducing the sign face area and height such that it is more consistent with the size of the other signs in the surrounding area, the applicant agreed to remove the existing double-sided roof sign and associated structure and lighting. The existing sign

contains two sign faces, one with an area of 145 square metres and one with an area of 89 square metres. This represents a total reduction in sign face area of approximately 151 square metres at this property.

The current proposal will only have one sign face which is directed away from the residential neighbourhood west of Dufferin Street. The west side of the existing roof sign is clearly visible from this neighbourhood and the removal of the existing sign and structure helps limit the impact on this residential area, which is considered to be a sensitive land use. The impact of the current proposal to properties to the east is minimized by the addition of shielding to the sign face.

There are currently ten electronic third party signs in the surrounding area. The sign face area of these signs ranges from approximately 62 square metres to 160 square metres. As such, the proposed sign, with a sign face area of 83 square metres is within the range of other third party electronic signs in the area.

In the report to PGM in May 2017, the CBO did not support the applicant's request to extend the permit term to 15 years as the surrounding neighbourhoods continue to develop, including the intensification of residential land uses. With the applicant now removing this request from the current proposal, staff will have an opportunity to re-examine the compatibility of the proposed sign with the surrounding area when the sign permit expires in five years.

Conclusion:

As directed by PGM, staff have worked with the applicant to develop a revised proposal which is more consistent with the Sign By-law. Since the current proposal reduces the impact on the surrounding properties, the CBO recommends that City Council approve the requested Sign By-Law amendment.

CONTACT

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SIGNATURE

Will Johnston, P.Eng
Chief Building Official and Executive Director (Acting)
Toronto Building

ATTACHMENTS

1. Draft of Proposed Area-Specific Amendment – 153 Dufferin Street
2. Tables showing details of Signs Permitted in the GG-SSD, Original Proposal and Current Proposal