



REPORT FOR ACTION

Follow-up Report - Area-Specific Amendment to the City's Sign By-law - 150 Sherway Drive

Date: September 21, 2017
To: Planning and Growth Management Committee
From: Chief Building Official and Executive Director, Toronto Building (Acting)
Wards: 5 – Etobicoke-Lakeshore

SUMMARY

This is a supplementary report by the Chief Building Official and Executive Director, Toronto Building (the "CBO"), at the request of the Planning and Growth Management Committee, to review and comment on a revised application by Outfront Media to amend the Sign By-law to allow for one double-sided electronic third party ground sign at 150 Sherway Drive.

The applicant has modified the proposal since the CBO originally reviewed the application in May 2017. The current proposal includes re-locating the proposed electronic ground sign further north on the property, and removing three existing third party ground signs on the property, which would otherwise remain in place indefinitely.

The removal of the three existing signs on the property and addition of one electronic ground sign would result in a reduction of the total sign face area at this property from 111.5 square metres to 65 square metres.

While the Sign By-law does not permit electronic third party signs on this property, the proposed sign would be approximately 50 metres from a Utility (U) Sign District, which permits electronic third party signs. The proposed sign will also now be approximately 325 metres from the residential building to the south-east, and more than 115 metres from the hospital located to the south of the subject property.

The CBO recommends that City Council approve the requested By-law amendment, as the re-location of the proposed electronic ground sign will minimize the impact on the institutional and residential uses to the south, and the significant reduction in the overall sign face area on the property helps to achieve the goals and objectives of the Sign By-law.

RECOMMENDATIONS

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

1. City Council approve the application to amend the Sign By-law to add 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 150 Sherway Drive, 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 to amend the Sign By-law for 150 Sherway Drive (Trillium Health Centre).

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: 150 Sherway Drive (Trillium Health Centre)

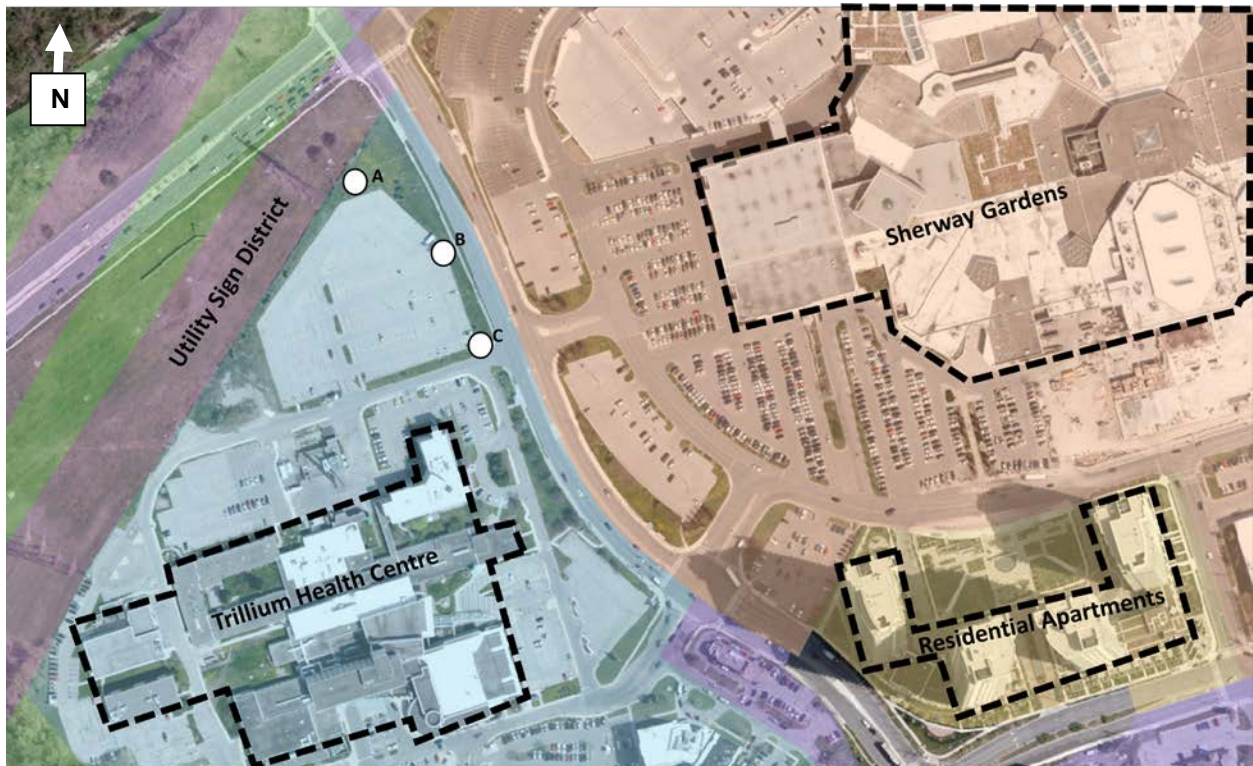
The subject property is located in Ward 5 near the intersection of The West Mall and The Queensway. It is the site of the former Queensway General Hospital, now known as the Trillium Health Centre (See Figure 1).

To the west of the property is the Etobicoke Creek, Toronto and Region Conservation Authority lands and the Toronto-Mississauga border. To the east is Sherway Gardens, a large shopping centre. To the north is a hydro corridor, The Queensway and additional hydro lands, and a branch of the Canadian Pacific Railway. To the south, there are commercial and office facilities, a large open space and the Queen Elizabeth Highway.

Existing Conditions

There are currently three double-sided third party ground signs on the property. Each of these signs displays a 3.05 metre x 6.1 metre (10 feet x 20 feet) sign face in a back-to-back configuration. The total area of these sign faces is 111.5 square metres. These three signs have permits issued under a previous Sign By-law and are allowed to remain in place indefinitely. These three signs are identified as 'A', 'B' and 'C' in Figure 1. Refer to Table 1 in Attachment 2 for more details on the existing signs.

FIGURE 1 - EXISTING CONDITIONS AT 150 SHERWAY DRIVE (THREE DOUBLE-SIDED GROUND SIGNS WITH STATIC COPY)



Original Proposal

Previously, the applicant was proposing to replace one of the three existing ground signs with a larger electronic ground sign having an area of 32.5 square metres on each sign face. This addition would have seen the total sign face area for this property increase by approximately 27.8 square metres. The proposed electronic sign in combination with the two existing static signs would have had a significant impact on the sensitive land uses to the south. See Table 2 in Attachment 2 for more details on the original proposal, as well as Figure 2.

FIGURE 2 - ORIGINAL PROPOSAL AT 150 SHERWAY DRIVE (REPLACING ONE SIGN WITH ELECTRONIC GROUND SIGN)



Current Proposal

Due to the location of existing overhead hydro lines, there are physical limitations which prevent the proposed sign from being located within the Utility Sign District. For this reason, the applicant is requesting to amend the Sign By-law to place the sign in the Institutional Sign District, close to the Utility Sign District.

Although the current proposal does not entirely reflect the regulations for electronic ground signs permitted in other Sign Districts, it is generally consistent with many of the regulations applicable to electronic ground signs (such as maximum height, illumination levels, etc). See Table 3 in Attachment 2 for more details on the current proposal, as well as Figure 3.

The current proposal has re-located the sign further north on the subject property, which increases its distance from the hospital and residential buildings to the south. In this new location the sign would be approximately 50 metres away from the U Sign District to the north, where third party electronic ground signs are permitted as-of-right.

The current proposal also includes the removal of the three existing double-sided third party ground signs with 3.05 metres x 6.1 metres (10 feet x 20 feet) static sign faces (not electronic) within 45 metres of the proposed sign. The removal of these signs reduces the total sign face area on this property from 111.5 square metres to approximately 65 square metres.

The Compatibility of the Current Proposal with the Surrounding Area:

While third party signage is not permitted in Institutional Sign Districts, they are permitted in sign districts adjacent to the current proposal (third party signs are permitted in Utility, Employment and Commercial Residential Sign Districts). Therefore, because the current proposal significantly reduces the overall sign area on the property and is located as close as possible to the Utility Sign District where third party electronic signs are permitted, it is compatible with the area.

FIGURE 3 - CURRENT PROPOSAL AT 150 SHERWAY DRIVE (ONE ELECTRONIC GROUND SIGN, FURTHER NORTH)



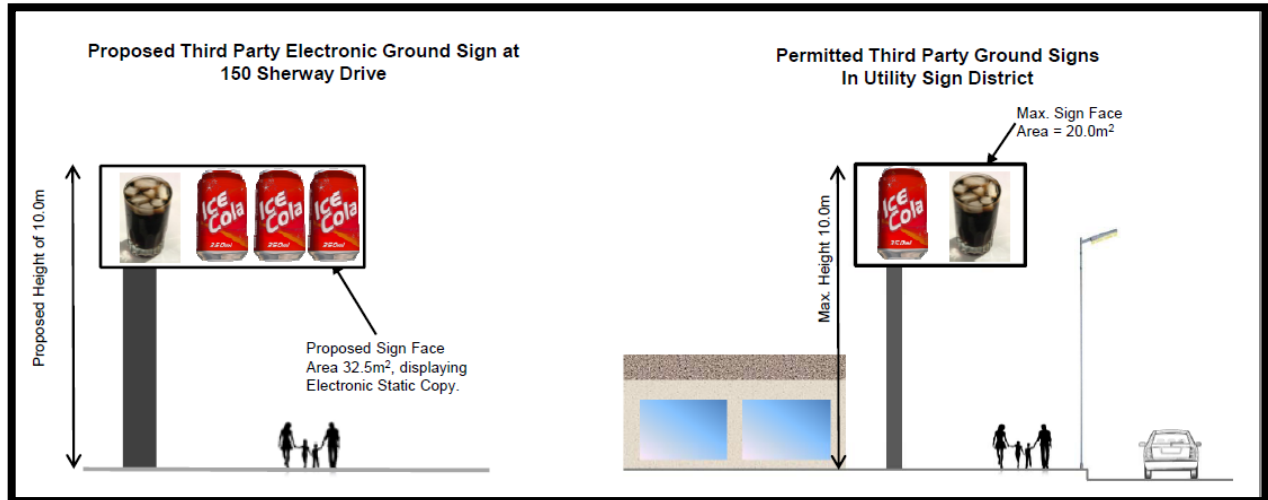
Impact of the Current Proposal:

Figure 4 illustrates the proposed sign attributes and the attributes for an electronic ground sign that would be permitted in the Utility (U) Sign District.

With approximately 115 metres of separation to the hospital buildings and approximately 325 metres of separation from the residential building to the south-east, the re-located electronic ground sign will reduce the impact on these buildings.

The three existing signs on the property have no restrictions on brightness levels or their hours of operation. The proposed sign is required to reduce its brightness to 300 nits between sunset and sunrise and shut off completely between 11:00 p.m. and 7:00 a.m. These restrictions will further reduce the impact on the sensitive land uses to the south.

FIGURE 4 - ILLUSTRATIVE COMPARISON: THIRD PARTY ELECTRONIC GROUND SIGN IN "U" VS. PROPOSAL



Conclusion:

The CBO supports the requested site-specific By-law amendment, as contained in Attachment 1 of this report. The current proposal reflects a reasonable amendment to the Sign By-law based on the unique physical characteristics of the premises and surrounding area. Re-locating the sign further north and reducing the overall sign face area on the site, minimizes the impact on the surrounding area and achieves the objectives of the Sign By-law.

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 – 150 Sherway Drive
2. Tables Showing Details of Existing Conditions, Original Proposal and Revised Proposal