

## **City of Toronto Act, 2006 Public Notice**

Notice is given that the Chief Building Official and Executive Director, Toronto Building, is reporting on six specific proposed amendments to Municipal Code Chapter 694, Signs, General (the "Sign By-law"), to allow for the display of third party signs at specific premises (750 Spadina Avenue, 150 Sherway Drive, 153 Dufferin Street, 700 Lawrence Avenue West, 2263-2287 Yonge Street, and 2 Strachan Avenue), these proposed amendments are:

- 1. A proposed amendment to add an area-specific amendment to the Sign By-law for the premises municipally known as 750 Spadina Avenue to allow, in addition to the signage otherwise permitted on the premises, the erection and display of one third party electronic roof sign, containing one sign face displaying electronic static copy and measuring 10.67 metres horizontally by 3.05 metres vertically, with a total sign face area of 32.52 square metres; with highest point of the sign to project 4.6 metres from the top of the roof. The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add the area-specific amendment to the Sign By-law, for 750 Spadina Avenue, described above.**
- 2. A proposed amendment to add an area-specific amendment to the Sign By-law for the premises municipally known as 150 Sherway Drive to allow, in addition to the signage otherwise permitted on the premises, the erection and display of one third party electronic ground sign containing two sign faces, in a "back-to-back" configuration, each displaying electronic static copy and measuring 10.67 metres horizontally by 3.05 metres vertically, with a total sign face area of 32.52 square metres; and, a height (highest point of the sign measured from grade) of 9.98 metres. The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add the area-specific amendment to the Sign By-law, for 150 Sherway Drive, described above.**
- 3. A proposed amendment to add an area-specific amendment to the Sign By-law for the premises municipally known as 153 Dufferin Street to allow, in addition to the signage otherwise permitted, the erection and display of one third party electronic ground sign containing one sign face displaying electronic static copy and measuring 17.07 metres horizontally by 8.53 metres vertically, with a total sign face area of 145.67 square metres; and, a height (highest point of the sign measured from grade) of 22.86 metres, on the condition that no permit for the sign may be issued until such time as the existing roof sign at 153 Dufferin Street is removed and any associated permits revoked. The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add the area-specific amendment to the Sign By-law, for 153 Dufferin Street, described above.**

4. A proposed amendment to add an area-specific amendment to the Sign By-law for a portion of the premises municipally known as 700 Lawrence Avenue West (commonly known as Lawrence Square Shopping Centre) to allow, in addition to the signage otherwise permitted on the premises, the erection and display of the following two signs:
- One third party electronic ground sign at a height (highest point of the sign measured from grade) of 14.63, containing eight sign faces (three of which display electronic static copy), oriented in a southerly, easterly and westerly direction, displaying sign copy which:
    - Advertises, promotes, or directs attention to the commercial plaza and existing businesses on the premises;
    - Identifies businesses on the premises; or
    - Advertises third party sign copy; and
  - One third party electronic wall sign containing one sign face displaying electronic static copy and measuring 10.67 metres horizontally by 3.05 metres vertically, with a total sign face area of 32.67 square metres; and, a height (highest point of the sign measured from grade) of 10.02 metres, displaying sign copy which:
    - Advertises, promotes, or directs attention to the commercial plaza and existing businesses on the premises;
    - Identifies businesses on the premises; or
    - Advertises third party sign copy.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add the area-specific amendment to the Sign By-law, for 700 Lawrence Avenue West, described above.

5. A proposed amendment to add an area-specific amendment to the Sign By-law for a portion of the premises municipally known as 2263-2287 Yonge Street to allow, in addition to the signage otherwise permitted on the premises, the erection and display of the following two signs:
- One third party electronic ground sign, containing one irregular-shaped and non-contiguous sign face, oriented in a westerly direction, displaying electronic static copy and measuring 11.1 metres horizontally by 17.3 metres vertically, with a total sign face area of 191.81 square metres; and, a height (highest point of the sign measured from grade) of 17.3 metres, displaying sign copy which:
    - Advertises third party sign copy; and
    - Displays art; and
  - One third party electronic wall sign containing two sign faces displaying electronic static copy and each measuring 2.9 metres horizontally by 3.9

metres vertically, with a total aggregate sign face area of 22.62 square metres; and, a height (highest point of the sign measured from grade) of 7.6 metres, displaying sign copy which:

- Advertises, promotes, or directs attention to the business on the premises;
- Identifies the business on the premises; or
- Advertises third party sign copy.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add the area-specific amendment to the Sign By-law, for 2263-2287 Yonge Street, described above.

6. A proposed amendment to Section 2K of Schedule 'B' of the Sign By-law to implement a new area-specific amendment for the specified portion of the premises municipally known at 2 Strachan Avenue currently detailed in Section 2K, to establish permissions, in addition to the permissions for signage currently established under Section 2K for the specified portion of the premises, to allow for the erection and display of a third party electronic ground sign containing two sign faces, in a "v-shaped" configuration, each displaying electronic static copy and measuring 17.07 metres horizontally by 8.53 metres vertically, with a total sign face area of 145.67 square metres; and, a height (highest point of the sign measured from grade) of 34.6 metres; on the conditions that the proposed sign replaces the existing third party sign located on the premises as permitted by Section 2K of Schedule 'B', associated permits revoked, the sign must be removed no later than December 31, 2025, and that any and all permits issued in relation to sign will expire no later than December 31, 2015, and shall not be subject to renewal. The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add the area-specific amendment to the Sign By-law, for 2 Strachan Avenue, described above.

The Planning and Growth Management Committee may recommend that the Council of the City of Toronto amend the Sign By-law, to amend existing or add new area specific amendment to Schedule B, Signage Master Plans and Area Specific Amendments, to allow any of the specific premises (750 Spadina Avenue, 150 Sherway Drive, 153 Dufferin Street, 700 Lawrence Avenue West, 2263-2287 Yonge Street, and 2 Strachan Avenue) to contain, in addition to the signs otherwise permitted, the third party signs.

At its meeting to be held in Toronto City Hall, Committee Room 1, on May 31, 2017 commencing at 12:00 noon, or as soon as possible thereafter, the Planning and Growth Management Committee of Toronto City Council will hear in person or by his or her counsel, agent or solicitor, any person who wishes to speak to the matter.

To obtain or view a copy of the report outlining the proposed amendments, you may view the Planning and Growth Management Committee agenda at <http://www.toronto.ca/legdocs/agendas.html>, as of May 24, 2017. To submit comments

or make a presentation to the Planning and Growth Management Committee, please notify the City Clerk, attention: Nancy Martins, Administrator, Planning and Growth Management Committee, Toronto City Hall, 100 Queen Street West, 10<sup>th</sup> Floor, Toronto, ON M5H 2N2, or call 416-397-4579 or e-mail [pgmc@toronto.ca](mailto:pgmc@toronto.ca), by no later than 12:00 noon. on May 30, 2017.

To ask questions regarding the content of the report, contact: Robert Bader, Supervisor, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto ON M5H 2N2, Telephone: 416-392-4113 or Ted Van Vliet, Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto ON M5H 2N2, Telephone: 416-392-4235.

Any comments received after the Committee meeting will be processed to Council.

If this matter is deferred at the Committee meeting or Council meeting or considered at a subsequent Committee or Council meeting, no additional notice will be provided other than the information on the subsequent Committee or Council agenda. Please contact the above City officials if you require notice in these cases.

**People writing or making presentations at the public meeting:** The City of Toronto Act, 2006, and the City of Toronto Municipal Code authorize the City of Toronto to collect any personal information in your communication or presentation to City Council or its committees.

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Many Committee, Board, and Advisory Body meetings are broadcast live over the internet for the public to view. If you speak at the meeting you will appear in the video broadcast. Video broadcasts are archived and continue to be publicly available. Questions about the collection of this information may be directed to the City Clerk's Office at 416-397-4579.

Dated at the City of Toronto this 23rd day of May, 2017.

Ulli S. Watkiss  
City Clerk