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Planning and Housing Committee
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Area-Specific Amendment to the City's Sign By-law – 2904 Sheppard Avenue East City of Toronto Act, 2006 Public Notice

Notice is given that the Chief Building Official and Executive Director, Toronto Building, is reporting on a proposed amendment to Municipal Code Chapter 694, Signs, General (the "Sign By-law"), to amend the Sign By-law to allow for, and regulate, the display of one third party electronic roof sign at the premises municipally known as 2904 Sheppard Avenue East.

The proposed amendment seeks to:

1. Add an area-specific amendment to the Sign By-law for the premises municipally known as 2904 Sheppard Avenue East to allow, in addition to the signage otherwise permitted on the premises, the erection and display of the following sign:
 - One third party electronic roof sign containing two sign faces, each facing in a north-westerly and south-westerly direction, each containing electronic static copy and each measuring 6.2 metres horizontally by 3.2 metres vertically, with a total sign face area of 20.0 square metres for each sign face; and, a height (highest point of the sign measured from grade) of 12.4 metres, which:
 - Advertises, promotes, or directs attention to businesses, goods, services, matters or activities that are not available at or related to the premises where the sign is located; and,
 - On the condition that all associated permits for the existing third party roof sign located at 2904 Sheppard Avenue East be cancelled prior to the issuance of a sign permit.

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 2904 Sheppard Avenue East.

The Planning and Housing Committee may recommend that the Council of the City of Toronto amend the Sign By-law, to amend Schedule B, Signage Master Plans and Area Specific Amendments, to add a new area specific amendment to Schedule B, Signage Master Plans and Area Specific Amendments, to allow 2904 Sheppard Avenue East to contain, in addition to the signs otherwise permitted, the third party electronic roof sign.

At its meeting to be held in Toronto City Hall, Committee Room 1, on May 28, 2019 commencing at 10:30 a.m., or as soon as possible thereafter, the Planning and Housing 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 Housing Committee agenda at www.toronto.ca/legdocs/agendas.html, as of May 21, 2019. To submit comments or make a presentation to the Planning and Housing Committee on May 28, 2019 please contact the Committee no later than 12:00 p.m. on May 27, 2019:

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To ask questions regarding the content of the report, contact:

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

If this matter is postponed 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.

Notice to people writing or making presentations at the Planning and Housing Committee:

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.

The City collects this information to enable it to make informed decisions on the relevant issue(s). If you are submitting letters, faxes, e-mails, presentations or other communications to the City, you should be aware that your name and the fact that you communicated with the City will become part of the public record and will appear on the City's website. The City will also make your communication and any personal information in it - such as your postal address, telephone number or e-mail address - available to the public.

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 17th day of May, 2019.

Ulli S. Watkiss
City Clerk