

CN/Allvision Comprehensive Consolidation and Upgrade Program

Consultation Session

Date: December 14, 2011

Time: 6:00 pm – 9:00 pm

Location: Committee Room #1
2nd Floor, Toronto City Hall
100 Queen Street West
Toronto, Ontario

Topic: CN/Allvision Comprehensive Consolidation and Upgrade Program
for Third Party Ground Signs Located on Certain Rail Lands
within the City of Toronto

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Item PG8.1 was deferred at the October 6, 2011 meeting of the Planning and Growth Management Committee in order to "allow consultation to take place with the City Planning division, affected communities and stakeholders, in cooperation with local Councillors." A copy of the report and the minutes is available at the following hyperlink:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.PG8.1>

Purpose of Application:

To replace, at select locations along the railway utility corridor operated by the Canadian National Railway Company, existing advertising billboard ground signs with new larger digital advertising billboard ground signs and to further remove additional existing advertising billboard ground signs from the railway corridor lands.

As proposed, the new digital advertising billboard ground signs will comply with the general provisions of the new City-wide Sign By-law, including:

- The new signs will be subject to the illumination requirements including:
 - Time-of-day use (only operated between the hours of 6:00 a.m. and 12:00 a.m.);
 - Reducing the luminosity and the brilliance of the sign at dusk and at dawn; and
 - Prohibiting the up-lighting of the sign, thereby protecting the night sky and, seasonally, migrating birds.
- The new signs will be subject to expiration and renewal provisions, commencing in year 15, to curb incompatible land uses;
- The electricity required to operate the new signs will be provided by an energy distributor which provides renewable energy;
- The area within 100 metres of the signs proposed to be removed will be sterilized from any future opportunities for advertising billboard signs;
- The new signs will provide, daily, community and emergency messaging for approximately 1.5% of the time that the signs operate;
- A unique identifier will be required to be provided on the new signs to effectively monitor and enforce the inventory of third party advertising signs within the City; and
- The removal of the existing billboard advertising ground signs will reduce the overall number of third party signs in the City, effectively reducing "sign clutter" and improving the visual appearance of the streets and the public realm.

Locations of New Digital billboards:

Table 1 in the staff report (and presented below) provides the ten locations where existing billboard advertising ground signs are to be replaced with new digital advertising billboard ground signs. These ten locations were selected through an in-depth review that considered the prevailing regulations found in the new City-wide Sign By-law. Such regulations are intended to protect sensitive land uses such as residential and parkland; reduce the concentration of third party signs in a surrounding; and, control the

visual impacts of billboard signs by regulating such things as their height and size. As an example, staff are in support of the three digital signs along the Gardiner Expressway. These three signs, all proposed to replace existing billboard advertising ground signs along the CN Rail utility corridor, are located in the Gardiner Gateway Special Sign District. The Gardiner Gateway is recognized in the new City-wide Sign By-law as an appropriate location to place these large-format digital signs, in part because they've existed in this area for decades. The proposed signs in this example are also located away and buffered from historic Fort York.

Table 1 – Proposed Third Party Ground Signs with Electronic Static Copy							
#	LOCATION WITHIN CN RAIL CORRIDOR	WARD	SIGN TYPE	# OF SIGN FACES	METHOD OF COPY ON EACH FACE	AREA OF EACH SIGN FACE (m²)	HEIGHT OF SIGN (m)
1	Kipling Avenue; 150 metres north of Belfield Road; east side; facing north	2	Ground Sign	One	Electronic Static Copy	32.52	10
2	Lawrence Avenue West; east of Weston Road; south side; facing west	11	Ground Sign	One	Electronic Static Copy	32.52	10
3	York Mills Road; 350 metres east of Leslie Street; south side; facing west and facing east	25	Ground Sign	Two	Electronic Static Copy	32.52	20
4	Leslie Street; 550 metres south of Hwy. 401; east side; facing north and facing south	34	Ground Sign	Two	Electronic Static Copy	32.52	15
5	Victoria Park Avenue; 200 metres north of Gerrard Street East; east side; facing south-westerly	36	Ground Sign	One	Electronic Static Copy	32.52	10
6	Eglinton Avenue East; 150 metres east of Bellamy Road North; north side; facing east and facing west	38	Ground Sign	Two	Electronic Static Copy	32.52	10
7	Steeles Avenue West; 200 metres west of Alness Street; south side; facing east and facing west	8	Ground Sign	Two	Electronic Static Copy	32.52	10
8	Gardiner Expressway; 200 metres east of Atlantic Avenue; north side; facing east and facing west	19	Ground Sign	Two	Electronic Static Copy	63.43	20
9	Gardiner Expressway; 425 metres east of Atlantic Avenue; north side; facing east and facing west	19	Ground Sign	Two	Electronic Static Copy	63.43	20
10	Gardiner Expressway; 325 metres east of Atlantic Avenue; north side; facing east and facing west	19	Ground Sign	Two	Electronic Static Copy	63.43	20

Photo-rendered images of the proposed digital billboards can be viewed [here](#).

Locations of Existing Billboards to be removed:

Table 2 in the staff report (and presented below) provides the 40 locations where existing billboard ground signs are proposed to be removed. The intent was to benefit the host Ward which would be receiving the new digital ground sign but, because of the inventory of third party ground signs located within the CN Railway utility corridor and the location of the respective corridors, this could not be achieved in all cases.

# OF PROPOSED SIGN	# OF PROPOSED SIGN REMOVAL	LOCATION WITHIN CN RAIL CORRIDOR	WARD	SIGN TYPE	# OF SIGN FACES	METHOD OF COPY ON EACH FACE	AREA OF EACH SIGN FACE (m)
1	1	Albion Road (1950); east of Hwy. 427; north side; facing east and facing west	1	Ground Sign	2	Static Copy	18.6
	2	Kipling Avenue; 150 metres north of Belfield Road; east side; facing north	2	Ground Sign	1	Static Copy	18.6
	3	Kipling Avenue; 175 metres north of Belfield Road; west side; facing north and facing south	2	Ground Sign	2	Static Copy	18.6
	4	Kipling Avenue; 175 metres north of Belfield Road; east side; facing north and facing south	2	Ground Sign	2	Static Copy	18.6
2	5	Lawrence Avenue West; east of Weston Road; south side; facing west	11	Ground Sign	1	Static Copy	18.6
	6	Royal York Road; north of Cavell Avenue; west side; facing south	6	Ground Sign	1	Static Copy	18.6
	7	Royal York Road; north of Cavell Avenue; east side; facing south	6	Ground Sign	1	Static Copy	18.6
	8	Royal York Road; south of Judson Street; west side; facing north	6	Ground Sign	1	Static Copy	18.6
3	9	York Mills Road; 350 metres east of Leslie Street; south side; facing west and facing east	25	Ground Sign	2	Static Copy	18.6
	10	Danforth Avenue; 10 metres east of Medford Avenue; north side; facing west	35	Ground Sign	1	Static Copy	18.6
	11	Danforth Avenue; opposite Medford Avenue; south side; facing west	35	Ground Sign	1	Static Copy	18.6
	12	Woodbine Avenue; 155 metres north of Gerrard Street East; west side; facing north and facing south	32	Ground Sign	2	Static Copy	18.6
4	13	Leslie Street; 300 metres south of Hwy. 401; east side; facing north	34	Ground Sign	1	Static Copy	18.6
	14	Leslie Street; 300 metres south of Hwy. 401; east side; facing south	34	Ground Sign	1	Static Copy	18.6
	15	Leslie Street; 250 metres south of Hwy. 401; west side; facing north	25	Ground Sign	1	Static Copy	18.6
	16	Lawrence Avenue West; 250 metres west of Caledonia Road; south side; facing east and facing west	15	Ground Sign	2	Static Copy	18.6
5	17	Victoria Park Avenue; 200 metres north of Gerrard Street East; east side; facing southwest	36	Ground Sign	1	Static Copy	18.6
	18	Victoria Park Avenue; 200 metres north of Gerrard Street East; east side; facing southwest	36	Ground Sign	1	Static Copy	18.6
	19	Brimley Road; 190 metres north of Skagway Avenue; west side; facing south	36	Ground Sign	1	Static Copy	18.6
	20	Main Street; 225 metres north of Gerrard Street East; east side; facing north and facing south	32	Ground Sign	2	Static Copy	18.6

Table 2 – Proposed Third Party Sign Removals							
# OF PROPOSED SIGN	# OF PROPOSED SIGN REMOVAL	LOCATION WITHIN CN RAIL CORRIDOR	WARD	SIGN TYPE	# OF SIGN FACES	METHOD OF COPY ON EACH FACE	AREA OF EACH SIGN FACE (m)
6	21	Eglinton Avenue East; 150 metres east of Bellamy Road North; north side; facing east	38	Ground Sign	1	Static Copy	18.6
	22	Eglinton Ave. East; 2nd east of Bellamy Road; north side; facing east	38	Ground Sign	1	Static Copy	18.6
	23	Eglinton Ave. East; 3rd east of Bellamy Road; north side; facing east and facing west	38	Ground Sign	2	Static Copy	18.6
	24	Woodbine Avenue; 155 metres north of Gerrard Street East; east side; facing north and facing south	32	Ground Sign	2	Static Copy	18.6
7	25	Steeles Avenue West; 200 metres west of Alness Street; south side; facing east and facing west	8	Ground Sign	2	Static Copy	18.6
7	26	Steeles Avenue West; 1.5 Kilometres east of Keele Street; south side; facing west	8	Ground Sign	1	Static Copy	18.6
	27	Finch Avenue West; 300 metres west of Chesswood Drive; north side; facing east and facing west	8	Ground Sign	2	Static Copy	18.6
	28	Kipling Avenue; north of New Toronto Street; west side; facing south	6	Ground Sign	2	Static Copy	18.6
8	29	Gardiner Expressway; 200 metres east of Atlantic Avenue; north side; facing east and facing west	19	Ground Sign	2	Static Copy	17.84
	30	The Queensway; east of Parkside Drive; south side; facing northeast	14	Ground Sign	1	Static Copy	18.6
	31	Kipling Avenue, south of Towns Road; east side; facing north	6	Ground Sign	2	Static Copy	18.6
	32	Dufferin Street; north of Hopewell Avenue; east side; facing north and facing south	15	Ground Sign	2	Static Copy	18.6
9	33	Gardiner Expressway; 425 metres east of Atlantic Avenue; north side; facing east and facing west	19	Ground Sign	2	Static Copy	18.6
	34	Rogers Road; east of Blackthorne Avenue; north side; facing west	17	Ground Sign	1	Static Copy	18.6
	35	Rogers Road; west of Caledonia Road; north side; facing east	17	Ground Sign	1	Static Copy	18.6
	36	King Street West; 60 metres east of Atlantic Avenue; south side; facing east	19	Ground Sign	1	Static Copy	18.6
10	37	Gardiner Expressway; 325 metres east of Atlantic Avenue; north side; facing east and facing west	19	Ground Sign	2	Static Copy	17.84
	38	Gardiner Expressway; 200 metres west of Strachan Avenue; north side; facing east and facing west	19	Ground Sign	2	Static Copy	18.6
	39	Dundas Street East; west of Logan Avenue; south side; facing east	30	Ground Sign	1	Static Copy	18.6
	40	Greenwood Avenue; north of Walpole Avenue; east side; facing south	30	Ground Sign	1	Static Copy	18.6

Photo images of the existing billboard ground signs can be viewed [here](#).

For additional information, please contact:

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