



**STAFF REPORT
INFORMATION ONLY**

**Comprehensive Billboard Audit of Ward 17
Supplementary Report**

Date:	May 20, 2009
To:	Etobicoke York Community Council
From:	Manager, Municipal Licensing & Standards, Etobicoke York District
Wards:	Ward No.17 - Davenport
Reference Number:	ML&S Folder Number: 08-226690 SIN 00 IR; 08-224929 SIN 00 IR 08-229855 SIN 00 IR; 08-160034 SIN 00 IR 08-229858 SIN 00 IR; 08-229854 SIN 00 IR 08-160001 SIN 00 IR; 08-160016 SIN 00 IR 08-160027 SIN 00 IR; 08-159623 SIN 00 IR 08-159577 SIN 00 IR; 08-160012 SIN 00 IR

SUMMARY

This report provides the status of thirteen (13) Billboard Signs in Ward 17.

FINANCIAL IMPLICATIONS

There are no financial implications.

ISSUE BACKGROUND

In its meeting on April 21, 2009, the Etobicoke York Community Council:

1. Received the Information Report dated December 15, 2008 on the Comprehensive Billboard Audit of Ward 17 from the Manager, Municipal Licensing and Standards, Etobicoke York District.
2. Directed the Manager, Municipal Licensing and Standards, Etobicoke York District to submit to its June 9, 2009 meeting a further report supplementary to the report dated December 15, 2008, after consultation with Survey and Mapping, Facilities and Real Estate, City Clerks Office and Toronto Building, on the legal status of the following thirteen (13) Billboard Signs in Ward 17:

- a) 425 Old Weston Road
- b) 48 Caledonia Road
- c) 1294 St. Clair Avenue West
- d) 1293 St. Clair Avenue West
- e) 1169 St. Clair Avenue West
- f) 1163 St. Clair Avenue W
- g) 1383 Davenport Road
- h) 1018 St. Clair Avenue West
- i) 873 St. Clair Avenue West
- j) 165 Rogers Road
- k) 2080 Dufferin Street
- l) 1921 Eglinton Avenue West
- m) Billboard Sign at the Railway Track on St. Clair Avenue West between Keele Street and Old Weston Road

COMMENTS

This report was prepared on the basis of the information available to date, after consultation with Survey and Mapping, Facilities and Real Estate, City Clerks Office and Toronto Building, and investigation is on-going. Details of the investigation of the thirteen Billboard Sign locations in Ward 17 are provided as follows:

(a) 425 Old Weston Road (Attachment 1)

The address of 425 Old Weston Road is a convenient address for 423 Old Weston Road, which is a vacant City yard.

A 3.0 meters by 6.1 metres (10 feet by 20 feet) third party illuminated ground sign was found to be erected by CBS Outdoor behind the fence at this City-owned storage yard. In view of the proximity of the sign to the property line, City surveyors have conducted a survey and confirmed that the sign is located at 425 Old Weston Road, this being a convenient address for 423 Old Weston Road.

In its Meeting on May 13 and 14, 1998, City Council adopted the recommendation of the Toronto Community Council to approve the application for Sign By-law Variance to maintain an illuminated third party ground sign of 6 metres long and 3 metres high at the property. The applicant was advised of the requirement to obtain the necessary permit.

A search of the record did not show a Building Permit being issued for the sign under question, and as a result, a Notice of Violation has been issued to Facilities and Real Estate, and a copy being sent to the Sign Provider, CBS Outdoor.

(b) 48 Caledonia Park Road (Attachment 2)

The address of 48 Caledonia Park Road is a convenient address for 50 Caledonia Park Road. There were two roof signs found at this location and they were both erected by Pattison Outdoor Advertising. The billboard sign at 48 Caledonia Park Road which is on the south side is approximately 3.0 metres by 6.1 metres (10 feet by 20 feet).

In its Meeting on January 27, 28 and 29, 2004, City Council adopted the recommendation of the then Toronto South Community Council to approve an illuminated roof sign for third party advertising purposes at 48 Caledonia Park Road. This sign was erected under a Permit Number 04-118007 issued on October 4, 2004. This permit file is still active.

While the sign is equipped with lighting facilities, it was not in operation during our recent evening inspection.

(c) 1294 St. Clair Avenue West (Attachment 3)

A 3.0 metres by 6.1 metres (10 feet by 20 feet) two-sided illuminated third party roof sign was found to be erected by Pattison Outdoor Advertising at the property. Record shows a Permit Number 05-197634 was issued on January 23, 2006 to erect a third party illuminated roof sign as approved by Council. The permit file was closed on Feb 5, 2009.

In its Meeting on September 28, 29 and 30, 2005, City Council adopted the recommendation of the Etobicoke York Community Council to approve an illuminated roof sign for third party advertising purposes at 1294 St Clair Avenue West.

In responding to the inquiry about the requirement to install a Business Improvement Area (hereinafter referred to as “BIA”) logo on the sign (similar to the one as shown attached to the roof sign at 1293 St. Clair Avenue West, Attachment 8), City Clerks have reviewed the minutes of City Council Meeting held on September 28, 29 and 30, 2005 and could not find this being incorporated as a condition in the Sign By-law Variance approval granted by City Council.

(d) 1293 St. Clair Avenue West (Attachment 4)

This illuminated roof sign was installed by CBS Outdoor under Building Permit Number 05-197634 in accordance with the City Council’s decision.

In its meeting on September 25, 26 and 27, 2006, City Council adopted the recommendation of the Etobicoke York Community Council to approve the Sign By-law Variance to permit the replacement of an existing roof sign with a larger and double-sided illuminated roof sign at 1293 St. Clair Avenue West, on the condition that the sign is not illuminated after 11 p.m. No complaint has been recorded for violation of this condition. The permit file was closed on February 6, 2009.

A Corso Italia BIA logo was found to be attached to the Billboard Sign. It was suggested that this sign was undersized and not installed in accordance with the dimensions as approved by City Council.

A review of the minutes of City Council Meeting held on September 25, 26 and 27, 2006 by City Clerks did not reveal the requirement of a BIA logo and any dimensions thereof as part of the conditions in the Sign By-law Variance approval granted by City Council.

(e) 1169 St. Clair Avenue West (Attachment 5)

A 3.0 metres by 6.1 metres (10 feet by 20 feet) double-sided illuminated third party roof sign was found to be erected by Pattison Outdoor Advertising at the property. Record shows a Permit Number 06-184360 was issued on November 16, 2006 to erect this sign as approved by Council. The permit file was closed on February 6, 2009.

In its Meeting on September 25, 26 and 27, 2006, City Council adopted the recommendation of the Etobicoke York Community Council to approve the request for a Sign By-law Variance to permit a third party illuminated roof sign at 1169 St. Clair Avenue West.

It was suggested that the current sign being installed is a “Tri-vision Panel Sign” which was not approved by Council. A Tri-vision Panel is defined in Chapter 297 of the former City of Toronto Municipal Code, Signs, as a panel or a signage which rotates so as to display a total of 3 successive sign faces. Further investigation and consultation with Legal Services will be necessary before determining if this sign is contrary to what was originally approved.

(f) 1163 St. Clair Avenue West (Attachment 6)

A third party roof sign was found to be erected by Pattison Outdoor Advertising at the property. Record shows a Permit Number 02-138541 was issued on August 28, 2002 to erect a 3.6 metres by 4.8 metres roof sign, as approved by City Council. This approval was granted with conditions. This permit file was closed on March 19, 2008.

In its Meeting on May 21, 22 and 23, 2002, City Council adopted the recommendation of the then Humber York Community Council to approve a roof sign at 1163 St Clair Avenue West on a temporary basis, which would expire on the date falling one year after the date the building permit for the sign is issued, subject to:

- i. A Building Permit being obtained for the temporary sign within three (3) months of approval by City Council;
- ii. The temporary sign being installed substantially in accordance with the application plans on file with the Building Division, South District, within three months of the building permit issuance;

- iii. The owner of the property providing an undertaking satisfactory to the Director of Community Planning, South District, to remove the temporary sign by the date falling one year after the date the building permit for the sign is issued; and
- iv. The owner of the property providing a letter of credit or other form of security satisfactory to the Director of Community Planning, South District, to secure the undertaking as described above.

On basis of the said conditions, the property owner was required to remove the sign by August 28, 2003, one year after the date when the building permit for the sign was issued. The sign remains on the property.

Further investigation and consultation with Legal Services will be necessary before proceeding with enforcement action.

(g) 1383 Davenport Road (Attachments 7 and 8)

Inspection revealed three 3.0 metres by 6.1 metres (10 feet by 20 feet) illuminated billboard roof signs being installed by CBS Outdoor and one ground sign installed by Pattison Outdoor Advertising at this property.

Record shows two illuminated roof signs were installed in 1979 under former City of Toronto Permit Number 127645 issued on March 20, 1979 and the third illuminated roof sign was installed in 1986 under former City of Toronto Permit Number 231847 issued on January 14, 1986. The ground sign appeared to be installed under former City of Toronto Permit Number 417182 issued on January 12, 1999.

(h) 1018 St. Clair Avenue West (Attachment 8)

There is a V-shaped Billboard sign installed by CBS Outdoor on the roof.

Record search revealed a former City of Toronto Permit Number 95499 for an illuminated roof sign was approved on July 10, 1967 and it showed only one face instead of the V-shaped sign as currently installed. A Notice of Violation has been issued.

(i) 873 St. Clair Avenue West (Attachment 9)

There is no Billboard Sign found at this location. The Mural Sign as installed was approved under former City of Toronto Permit Number 402202.

(j) 165 Rogers Road (Attachment 10)

Inspection revealed two 3.0 metres by 6.1 metres (10 feet by 20 feet) illuminated third party roof signs being erected by CBS Outdoor at this location. Record shows a Permit Number 00-334921 was issued on September 7, 2000 for “Third party Billboard (to give up Billboard for 366 Oakwood Avenue)”. This appears to be in compliance as the billboard sign at 366 Oakwood is removed. The permit file was closed on November 5, 2001.

(k) 2080 Dufferin Street (Attachment 11)

A V-shaped 3.0 metres by 6.1 metres (10 feet by 20 feet) illuminated third party roof sign consists of two faces were found to be erected by CBS Outdoor at the property. Record shows a Permit Number 99-0135 was issued by the former City of York on March 11, 1999 for a “Sign”. The permit file was closed on December 31, 1999.

(l) 1921 Eglinton Avenue West (Attachment 12)

A V-shaped back to back Billboard sign of approximately 3.0 metres by 12.2 metres (10 feet by 40 feet) illuminated third party roof sign is installed by Pattison Outdoor Advertising at this property.

The sign was approved under Permit Number 03-121238 issued on April 8, 2003.

(m) Billboard Sign at the Railway Track on St. Clair Avenue West between Keele Street and Old Weston Road (Attachment 13)

As this involves Federal properties, further investigation is required.

CONTACT

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SIGNATURE

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Etobicoke York District

ATTACHMENTS

- Attachment 1: Photos of the Sign at 425 Old Weston Road
- Attachment 2: Photos of the Signs at 48 & 50 Caledonia Park Road
- Attachment 3: Photo of the Sign at 1294 St. Clair Avenue West
- Attachment 4: Photo of the Sign at 1293 St. Clair Avenue Road
- Attachment 5: Photos of the Sign at 1169 St. Clair Avenue Road
- Attachment 6: Photos of the Sign at 1163 St. Clair Avenue West
- Attachment 7: Photos of the Signs at 1383 Davenport Road
- Attachment 8: Photos of the Signs at 1383 Davenport Road & 1018 St. Clair Avenue West
- Attachment 9: Photos of the Sign at 873 St. Clair Avenue West
- Attachment 10: Photos of the Signs at 165 Rogers Road
- Attachment 11: Photos of the Sign at 2080 Dufferin Street
- Attachment 12: Photos of the Signs at 1921 Eglinton Avenue West and at the Railway Track on St. Clair Avenue West between Keele Street and Old Weston Road



Attachment 1: Photos of the Billboard Sign at 423 Old Weston Road



Attachment 2:

**Photos of the Billboard Signs at
48 and 50 Caledonia Park Road**

Above: Roof Signs

Left: Ground Signs





Attachment 3: Photo of the Billboard Sign at 1294 St Clair Avenue West



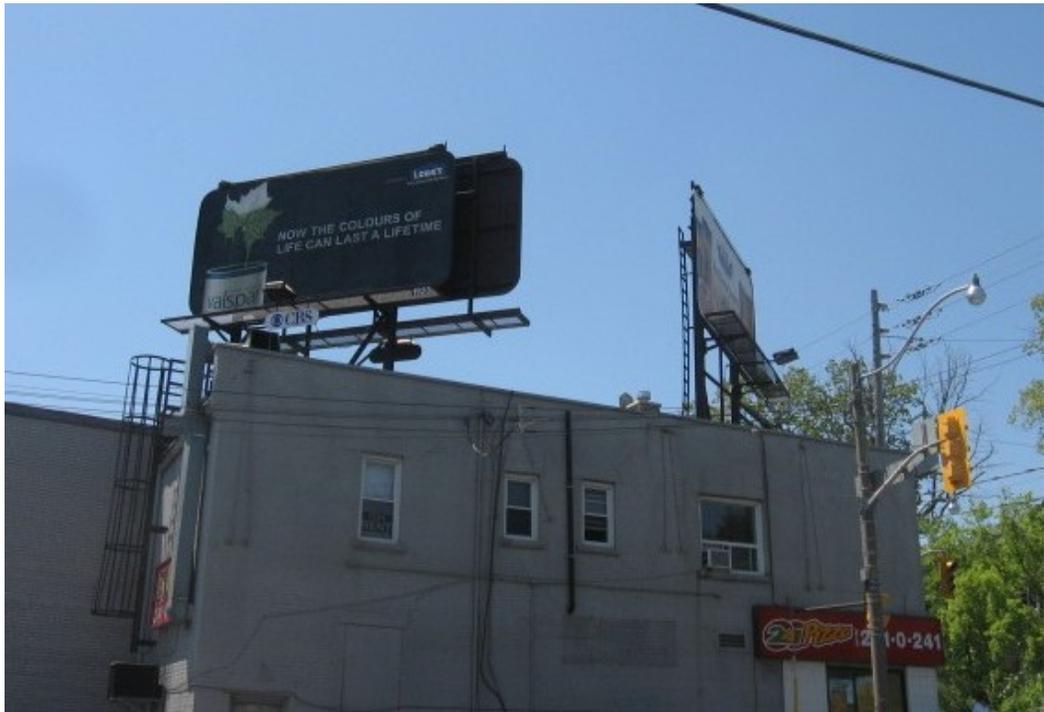
Attachment 4: Photo of the Billboard Sign at 1293 St Clair Avenue West



Attachment 5: Photos of the Billboard Sign at 1169 St Clair Avenue West



Attachment 6: Photos of the Billboard Sign at 1163 St Clair Avenue West



Attachment 7: Photos of Billboard Signs at 1383 Davenport Road



Attachment 8: Photos showing Billboard Signs at 1383 Davenport Road (above) and 1018 St. Clair Avenue West (below)



Attachment 9: Photos showing the Mural Sign at 873 St. Clair Ave. W.



Attachment 10: Photos of the Billboard Signs at 165 Rogers Road



Attachment 11: Photos of the Billboard Sign at at 2080 Dufferin Street



Roof Signs at 1921 Eglinton Avenue West (above)



Attachment 12: Photos showing Billboard Signs at 1921 Eglinton Ave. West and one at the Railway Track on St. Clair Ave. West between Keele and Old Weston Rd.