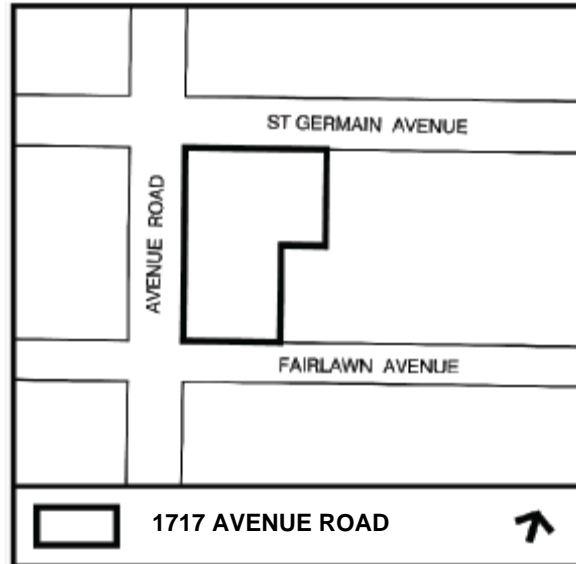


Amendments to Schedule A, Maps to Chapter 694, with Respect to 1717 Avenue Road

Date:	January 11, 2011
To:	Planning and Growth Management Committee
From:	Chief Building Official and Executive Director, Toronto Building
Ward:	16 – Eglinton-Lawrence
Reference Number:	2011\Cluster B\BLD\CBO Office\PG11001

SUMMARY

This report reviews and makes recommendations on a request by Mark Noskiewicz of Goodmans LLP, on behalf of Riocan Holdings Inc. to obtain an amendment to Schedule A, Maps, to Chapter 694, Signs, General, of the City of Toronto Municipal Code. The recommendation is to amend Schedule A, Maps to Chapter 694, Signs, General, by amending Sign District Map for Ward 16: Eglinton-Lawrence to designate the property municipally known as 1717 Avenue Road as a CR-Commercial Residential sign district.



RECOMMENDATIONS

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

1. Chapter 694, Signs, General be amended to establish the premises municipally known as 1717 Avenue Road as a CR-Commercial Residential sign district by replacing Sign District Map Ward 16: Eglinton-Lawrence of Schedule A, Maps, with the map attached as Appendix A; and

2. The City Solicitor be authorized to prepare the necessary Bills for introduction in Council to implement the above recommendation, subject to such stylistic and technical changes to the draft bills as may be required.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

New Sign Regulation and Revenue Strategy

(<http://www.toronto.ca/legdocs/mmis/2009/pg/bgrd/backgroundfile-24387.pdf>)

New Sign Regulation and Revenue Strategy: Additional Considerations

(<http://www.toronto.ca/legdocs/mmis/2009/cc/bgrd/backgroundfile-25449.pdf>)

ISSUE BACKGROUND

Chapter 694, Signs, General, was introduced to create a single by-law to regulate permanent signs within the City to replace the inconsistent standards for signage established by the various sign by-laws of the seven pre-amalgamation area municipalities. Under the previous sign by-laws, which generally established the signage regulations for properties based on the underlying zoning in 43 pre-existing zoning by-laws of the pre-amalgamation area municipalities, Chapter 694 establishes specific sign district designations for each property, which form Schedule A, Maps, to the Chapter. Sign district designations generally correspond to the vision for future growth and development in the Official Plan.

In establishing the sign district designations for Chapter 694, staff reviewed the current zoning designations for the subject property; and, where necessary, property assessment data, the land use of the property at the time of the enactment of Chapter 694 and designations of the Official Plan.

Public Notice as required by Chapter 162, Notice, Public, of City of Toronto Municipal Code, has been provided. As well, the additional notice required by Chapter 694, has been served to the owners of all properties and the mailing addresses of residential and business tenancies within a 120-metre radius of the premises and the notice of the application has been visibly posted on the premises for not less than 30 days.

COMMENTS

The property at 1717 Avenue Road underwent an Official Plan and Zoning By-law Amendment in 2007. By-law 1107-2008 (OMB) was enacted by City Council amending the former City of North York Zoning By-law No. 7625 which replaced the existing C1 (General Commercial) zoning designation with an RM (Multiple Family Dwelling) zoning designation, for the premises. The purpose of the amendment, in part, was to allow for a redevelopment proposal which introduced a six/seven storey mixed use building containing 79 residential dwelling units and five commercial/retail units at grade.

The property is situated along a section of Avenue Road characterized by buildings with retail and other commercial uses on the ground floor and residential or small office uses above. Almost the entirety of Avenue Road between Lawrence Avenue and Wilson Avenue is designated as a CR-Commercial Residential sign district.

Due to the nature of the land use, the existing RA-Residential Apartment sign district designation for the property generally limits signage to a wall sign identifying an apartment building, or ground signs identifying an apartment building or providing direction at vehicular ingress/egress. The new ground floor commercial/retail uses on the property should be allowed to identify their businesses and services in a similar fashion to the other properties located along Avenue Road.

In consideration of the designation of similar properties along this stretch of Avenue Road and the commercial/retail development approvals for the property, the re-designation of this property from an RA to a CR sign district will ensure greater consistency for the signage in the area and would be in keeping with the Official Plan vision.

The provisions for CR Sign Districts contained in Chapter 694 will allow the property to provide increased options for signage and to facilitate aesthetic improvements that integrate signage with the building, not only to identify and inform, but also complement and add to the streetscape.

For the reasons stated above, it is recommended that Chapter 694 be amended to designate 1717 Avenue Road a CR-Commercial Residential sign district.

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SIGNATURE

V. Ann Borooh,
Chief Building Official and Executive Director, Toronto Building

ATTACHMENTS

Appendix A: Revised Sign District Map Ward 11: Eglinton-Lawrence of Schedule A
Maps to Chapter 694, Signs, General