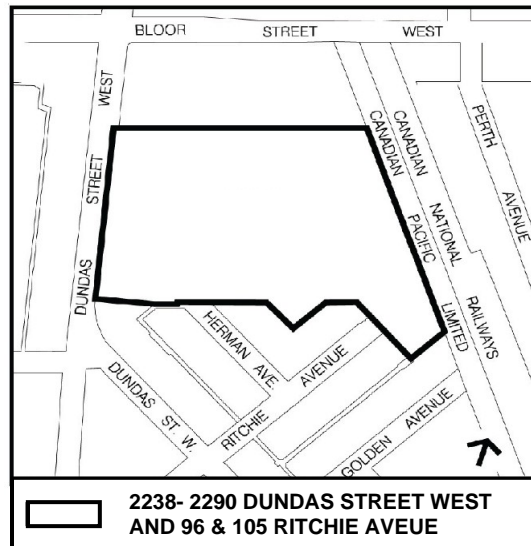


**Amendments to Schedule A, Maps to Chapter 694, with respect to 2280 & 2290 Dundas Street West and 96 & 105 Ritchie Avenue**

<b>Date:</b>	January 11, 2011
<b>To:</b>	Planning and Growth Management Committee
<b>From:</b>	Chief Building Official and Executive Director, Toronto Building
<b>Ward:</b>	Ward 14 – Parkdale-High Park
<b>Reference Number:</b>	2011\Cluster B\BLD\CBO Office\PG11002

**SUMMARY**

This report reviews and makes recommendations on a request by Patrick Harrington of Aird and Berlis LLP, on behalf of Loblaw Properties Limited, 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 Ward 14: Parkdale-High Park to designate the commercial properties municipally known as 2280 & 2290 Dundas Street West and 96 & 105 Ritchie Avenue, 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 2280 & 2290 Dundas Street West and 96 & 105 Ritchie Avenue as a CR-Commercial Residential sign district by replacing Sign District Map Ward 14: Parkdale-High Park 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 recommendations, 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>)

Amendment No. 100 to the Official Plan of the City of Toronto with respect to the lands municipally known as 2238 to 2290 Dundas Street West (inclusive) and 105 Ritchie Avenue (<http://www.toronto.ca/legdocs/bylaws/2009/law1221.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. Chapter 694 sign designations are intended to be consistent with City Council's future growth and development objectives for Toronto.

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**

Currently, the subject properties are designated as an R-Residential sign district. However, building permit records indicate that the commercial building and use located on these properties have been in operation since well before 1973. Along with the use, building permit records show that the current signage is deemed to lawfully exist.

On December 4, 2009, Amendment No. 100 to the Official Plan of the City of Toronto with respects to the lands municipally known as 2238 to 2290 Dundas Street West (inclusive) and 105 Ritchie Avenue was enacted and passed. This Amendment states that Chapter 7 of the City of Toronto Official Plan is amended by designating the subject addresses as mixed use. Amending Schedule A of Chapter 694 to re-designate the properties municipally known as 2280 & 2290 Dundas Street West and 96 & 105 Ritchie Avenue to a CR-Commercial Residential sign district will achieve consistency with the Official Plan.

Overall, the existing non-conforming signage on the subject properties appears to be consistent with the regulations contained within Chapter 694 for CR-Commercial Residential sign districts. Allowing the change in sign district designation from R to CR will permit signage similar to what is currently on the subject properties as well as allow signage to be replaced should the commercial use(s) or tenancies change in the future.

Although the subject properties are in close proximity to a residential neighbourhood, the signage located on the commercial building at 2280 & 2290 Dundas Street West has a large setback from the surrounding residential uses. Also, a large parking lot separates the commercial building from the residential neighbourhood, further reducing the impact of signage erected on the commercial building.

Chapter 694 contains provisions to protect residential neighbourhoods by establishing separation distances between these signs and residential areas. Furthermore, the illumination regulations contained in Chapter 694 will apply to all signage which receives a sign permit. These lighting restrictions will further reduce the impact of any new signage on the residential uses located nearby.

For the reasons stated above, it is recommended that the applicant's request to amend Chapter 694, Signs, General, to provide these properties with the appropriate sign district designation, CR-Commercial Residential, be approved.

## **CONTACT**

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## **SIGNATURE**

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

## **ATTACHMENTS**

Appendix A: Revised Sign District Map Ward 14: Parkdale-High Park of Schedule A  
Maps to Chapter 694, Signs, General