TORONTO

STAFF REPORT
ACTION REQUIRED

Amendment to Schedule A, Maps to Chapter 694, with Respect to 10 Danforth Road

Date:	March 9, 2011
To:	Planning and Growth Management Committee
From:	Chief Building Official and Executive Director, Toronto Building
Ward:	Ward 35 – Scarborough Southwest
Reference Number:	P:\2011\Cluster B\BLD\PG11004

SUMMARY

This report reviews and makes recommendations on a request by Rob Longarini of Long Division Ltd, on behalf of Dairy Queen, 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 35: Scarborough Southwest to designate the commercial property municipally known as 10 Danforth Road as a C-Commercial 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 10 Danforth Road as a C-Commercial sign district by replacing Sign District Map Ward 35: Scarborough Southwest 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)

City of Toronto Official Plan: Land Use Map 20
http://www.toronto.ca/planning/official_plan/pdf_chapter1-5/20_landuse_oct2009.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 property municipally known as 10 Danforth Road is designated as an R-Residential sign district. However, building permit records indicate that the commercial building and use located on this property have been in operation since well before 1980.

In the City of Toronto's Official Plan, the subject property falls under the land use designation *Neighbourhoods*. Toronto's *Neighbourhoods* contain a range of residential uses in low scale buildings, as well as schools, parks, and small-scale stores and shops. Given that the current

retail ice cream shop has been at this location for at least three decades, the building and use is in keeping with Toronto's Official Plan. Allowing the subject property to be re-designated as a C-Commercial sign district will better reflect this existing use. Approval of this matter will meet the intentions of the City of Toronto's Official Plan for the subject property.

Overall, the existing signage that currently exists on the subject property complies with Chapter 694 provisions pertaining to the C-Commercial sign district and allowing this re-designation will not permit signage beyond what is currently in existence in regards to signs on the subject property.

Although a residential neighbourhood is located behind the subject property, the commercial building on the subject premises fronts on Danforth Road, which consists of many commercial properties on either side of the street. All of the existing signage on the property is displayed on the Danforth Road frontage and therefore does not have an impact on the residential properties located behind 10 Danforth Road. In regards to third party signs, Chapter 694, Signs, General, contains provisions that protect residential neighbourhoods by establishing specific separation requirements between these signs and residential neighbourhoods. Furthermore, the illumination regulations contained in section 694-18 will apply to all signage which receives permission and approval under Chapter 694, which will provide far greater protection to the existing residential uses located nearby.

For the reasons stated above, it is recommended that Chapter 694, Signs, General, be amended to provide this property with the appropriate sign district designation, C-Commercial.

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 35: Scarborough Southwest of Schedule A Maps to Chapter 694, Signs, General

Appendix B: Enlarged View of Revised Sign District Map