



STAFF REPORT ACTION REQUIRED

Amendments to Chapter 694, Signs, General to adopt Signage Master Plans for 89 premises and locations containing McDonald's Restaurants

Date:	August 24, 2011
To:	Planning and Growth Management
From:	Chief Building Official and Executive Director, Toronto Building
Wards:	All
Reference Number:	PG11012

SUMMARY

This report reviews and makes recommendations on a request by Svetlana Levant on behalf of McDonald's Restaurants of Canada Limited to amend Chapter 694, Signs, General, of the City of Toronto Municipal Code, to implement Signage Master Plans for 89 specific locations which currently contain a McDonald's restaurant throughout the City.

As part of the sign regulations contained in Chapter 694, Signs, General, the City has introduced the ability for individuals to obtain amendments to implement a Signage Master Plan to set out specific regulations for the location, arrangement, type and design of signs at a specific location or area.

Staff recommends approval of the requested amendment to Chapter 694 to introduce Signage Master Plans for the 89 specific premises for which an application has been made.

RECOMMENDATIONS

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

1. City Council approve amendments to Schedule B, Signage Master Plans and Area Specific Amendments, Chapter 694, Signs, General, of the City of Toronto Municipal Code to add a Signage Master Plan for each of the premises and

- locations listed in Appendix B to this report substantially in accordance with the administrative design features as set out in Appendix A to this report; 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>)

ISSUE BACKGROUND

To introduce a Signage Master Plan on specific premises or within a defined area, Chapter 694 requires the matter to proceed by way of an amendment to Chapter 694.

McDonald's Restaurants of Canada Limited is currently conducting a series of "re-branding initiatives" along with a series of upgrades to the interior and exterior of various restaurant locations. The signage displayed at each McDonald's location is a key element of brand identification as well as the overall look of each restaurant.

COMMENTS

The adoption of a Signage Master Plan for McDonald's Restaurants will allow for a consistent look to 89 restaurant locations across the city as well as enable the further implementation of the goals and objectives of Chapter 694.

Restaurant locations where signage was erected or displayed prior to the new regulations coming into force (in April 2010) will have the signage at their locations gradually converted into signage that is more in keeping with the regulations in Chapter 694. This will include a focus on reduced sign clutter and regulations around the illumination of signage, particularly at restaurant locations that are in close proximity to sensitive land uses such as residential developments and parkland.

The Signage Master Plan will regulate 6 different categories of signs at each location, they are:

1. Signs located on Buildings;
2. Signs located on Light Standards;
3. Window signs;
4. Signs associated with Drive-Throughs;
5. Signs providing direction; and
6. Ground signs

SIGNS LOCATED ON BUILDINGS

Figures 1-5 illustrate the various basic building designs, which McDonald's Restaurants of Canada Limited is currently seeking to have approved by the City of Toronto, as part of the aforementioned series of re-branding initiatives for existing restaurant locations.

The final approved form of any particular building will of course be subject to the existing regulations on built form in the subject areas, such as the applicable Zoning By-law, Site Plan Control, etc.

Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



One of the departures that the proposed Signage Master Plan does take from the regulations in Chapter 694 is the use of signs that are displayed on the roof or above the walls of the buildings.

Chapter 694 has prohibited signs on roofs due to the fact that they are often difficult to integrate into the overall design of a building. As a result, these signs can also contravene the built form principles for streetscapes envisioned in the Official Plan and set out in the applicable Zoning Bylaw.

The use of roof signs or signs displayed above the roofline is proposed as part of this Signage Master Plan due to the fact that these concerns have been largely addressed:

- Roof signs and signs located on walls above the roof line have been envisioned as part of the overall building design;
- Where a sign is located on the roof or on a wall that projects above the roofline, the sign itself will not project above the roofline or wall on which it is located;
- The height of the roof or wall on which the sign is located will need to comply with the applicable zoning bylaw requirements for height and setbacks as well as be subject to other land-use regulations (such as site plan control) and therefore be much more controlled and better placed than many roof signs have in the past
- The signs located on roofs or on walls projecting above the roofline of each location will be limited in size and the illumination and time-of-day restrictions set out in Chapter 694 will apply.

For signs located on the walls of the restaurant locations; the maximum amount of signage is proposed to be 20% of the wall area of the wall on which the sign is located. This is the current requirement for signs located at the first storey of buildings in Commercial Sign and Commercial Residential Sign Districts in Chapter 694.

Similar to wall signs, the regulations for Overhanging Structure Signs will be the same as those currently listed in Chapter 694 with the exception of the height that a sign is permitted to project above the Overhanging Structure; this is proposed to be increased to 2.0m from 1.0m in order to permit the corporate logo signs that can be seen in Figures 1 and 2 above.

It is also important to note that the total aggregate amount of all wall and overhanging structure signs erected or displayed on the each wall is proposed to be limited to 20% of the wall area. This is the same requirement that is currently in Chapter 694 for these sign types.

The various signs that are proposed to be located on buildings as part of this Signage Master Plan are described and will be limited to those in Table 1 below.

Table 1 - Signs proposed to be located on Buildings

Sign Copy	Description	Sign Type(s)
	<ul style="list-style-type: none"> • Corporate logo • Illuminated 	<ul style="list-style-type: none"> • Wall Sign • Ground Sign
	<ul style="list-style-type: none"> • Corporate logo • Illuminated 	<ul style="list-style-type: none"> • Wall Sign • Roof Sign
	<ul style="list-style-type: none"> • McCafe Brand sign • Illuminated 	<ul style="list-style-type: none"> • Wall Sign
	<ul style="list-style-type: none"> • Brand/Product display board • Selected locations only 	<ul style="list-style-type: none"> • Wall Sign
	<ul style="list-style-type: none"> • Corporate logo • Illuminated 	<ul style="list-style-type: none"> • Overhanging Structure Sign
	<ul style="list-style-type: none"> • McCafe Brand sign • Illuminated 	<ul style="list-style-type: none"> • Overhanging Structure Sign
	<ul style="list-style-type: none"> • Hours of operation • Illuminated 	<ul style="list-style-type: none"> • Wall Signs
	<ul style="list-style-type: none"> • Drive-thru identification • Corporate logo • Illuminated • 	<ul style="list-style-type: none"> • Wall Signs
	<ul style="list-style-type: none"> • Playplace brand sign • Illuminated 	<ul style="list-style-type: none"> • Wall Sign
	<ul style="list-style-type: none"> • Corporate logo • Illuminated 	<ul style="list-style-type: none"> • Projecting Signs

SIGNS ON LIGHT STANDARDS

The proposed Signage Master Plan includes a request for additional permissions with respect to a limited amount of signage on the premises for the purposes of advertising promotions or new product offerings available on the premises. It is proposed as part of this Signage Master Plan that these signs be integrated into existing light or utility poles on each site.

There will be no more than three such signs permitted on the premises; the minimum height above grade of each sign will be required to be 1.5metres, nor will any such sign be permitted within 6.0m of a street line. Additionally, these signs will only be permitted where the corresponding light standard have obtained building permits ensuring that the light standard is designed to accommodate the proposed signage and ensure that each sign will be properly and permanently affixed to the light standard.

Examples of these signs can be seen in Figures 6 and 7 below.

Figure 6



Figure 7



WINDOW SIGNS

As part of the Signage Master Plan, it is not recommended that McDonald's restaurants be permitted to have window signs. This recommendation is being made due to the proposed permissions for signs on light standards detailed above.

The opportunities for signage on light standards should provide sufficient space for McDonald's restaurants to advertise any products or promotions that are currently available at each location.

SIGNS ASSOCIATED WITH DRIVE THROUGHS

The proposed Signage Master Plans incorporates regulations for signage related to a drive through facility which are largely unchanged from the regulations currently in Chapter 694.

Whether a drive through facilities is permitted and the attributes of the drive through will continue to be governed by the applicable zoning bylaw. Where a drive through is permitted, the associated signage will be equivalent provisions to what is contained in Chapter 694, with the following addition, a maximum of three additional single faced signs of maximum height of 1.8metres, and maximum sign face area of 0.75 square metres be permitted on the premises in order to direct traffic in to, out of and around the drive through lanes.

Examples of the proposed drive through signs can be seen below in Figures 8 and 9.

Figure 8



Figure 9



DIRECTIONAL SIGNS

Ground signs for the purposes of providing direction at points of ingress and egress of a premise are currently permitted in Chapter 694 in most Sign Districts.

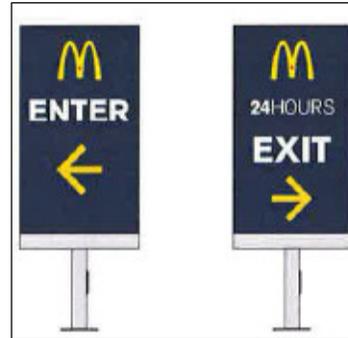
The regulations for signs erected for the purpose of providing direction at points of ingress and egress of a premise in the proposed Signage Master Plans, are largely consistent with the current regulations for such signs contained in Chapter 694 with two minor changes. These two changes are: that the maximum height of the signs be increased from 1.5metres to 1.8metres, and that the maximum sign face area be increased from 0.5 square metres to 0.75 square metres.

Examples of the Directional Signs proposed as part of this Signage Master Plan can be seen in Figures 10 and 11 below.

Figure 10



Figure 11



GROUND SIGNS

It is recommended as part of this Signage Master Plan that the permissions for ground signs for the identification of McDonald's locations listed be identical to those permissions found in Chapter 694 for ground signs in the C and CR Sign Districts.

The regulations in Chapter 694 for these sign types take into account important factors such as the ability for a business to identify itself, traffic and pedestrian safety and reduced sign clutter.

CONTACT

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SIGNATURE

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ATTACHMENTS

Appendix A -Signage Master Plan for Specific Subject Premises containing McDonald's Restaurant Locations – Administrative Design

Appendix B – Locations included in this Signage Master Plan