

## Planning and Growth Management Committee

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| PG8.3 |  | Referred |  | Ward:All |
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### **Amendments to Chapter 694, Signs, General to adopt Signage Master Plans for 89 premises and locations containing McDonald's Restaurants**

#### **City Council Decision**

City Council on October 24 and 25, 2011, referred Item PG8.3 together with the following motion by Councillor Janet Davis, back to the Planning and Growth Management Committee for further consideration:

Moved by Councillor Janet Davis:

That City Council delete Planning and Growth Management Committee Recommendations 1 and 2 and adopt the following recommendations contained in the report (August 24, 2011) from the Chief Building Official and Executive Director, Toronto Building:

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 the report (August 24, 2011) from the Chief Building Official and Executive Director, Toronto Building substantially in accordance with the administrative design features as set out in Appendix A to the report (August 24, 2011) from the Chief Building Official and Executive Director, Toronto Building; 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,

with the administrative design features, set out in Appendix A to the report (August 24, 2011) from the Chief Building Official and Executive Director, Toronto Building amended by:

1. deleting the definition of "wall" and replacing it with the definition of "wall" as set out in Chapter 694;
2. amending Section 3.A(iv) by deleting "2.0 metres and replacing it with "1.0 metre" as set out in Chapter 694;
3. deleting Section 3D in its entirety and continue with the prohibition of these

sign types as set out in Chapter 694; and

4. deleting 3G in its entirety and continue with the prohibition of roof signs as set out in Chapter 694.

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*Public Notice Given*

**Committee Recommendations**

The Planning and Growth Management Committee recommends that:

1. City Council amend 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 following premises and locations:

6170 Bathurst Street  
 2116 Kipling Avenue North  
 2697 Lawrence Avenue East  
 2870 Eglinton Avenue East  
 3305 Sheppard Avenue East  
 1890 Avenue Road  
 4435 Kingston Road  
 1280 Markham Road  
 747 Don Mills Road  
 2936 Finch Ave East  
 2 Ingram Drive  
 1735 Danforth Avenue  
 1221 King Street West  
 1787 Bayview Avenue  
 1185 Dupont Street  
 1045 Pape Avenue  
 2020 Jane Street  
 29-31 Woodward Avenue  
 4333 Bloor Street West  
 3150 St. Clair Avenue East  
 2736 Lakeshore Boulevard West  
 1831 Finch Avenue West  
 3101 Dufferin Street  
 25 Carrier Drive  
 7431 Kingston Road  
 1125 Sheppard Avenue East  
 395 Bamburgh Circle  
 900 Dufferin Street, Unit 0115  
 900 Dufferin Street, Unit 0450  
 31 Tapscott Road, Unit 1-G  
 3030 Don Mills Road  
 1001 Islington Avenue South  
 2625F Weston Road  
 45 Overlea Boulevard  
 1735 Kipling Avenue  
 3227 Eglinton Avenue East, Unit 139

630 Keele Street  
 195 North Queen Street  
 344 Bathurst Street  
 808 York Mills Road  
 2900 Warden Avenue  
 2362 Finch Avenue West  
 1966 Eglinton Avenue East  
 5453 Dundas Street West  
 2260 Markham Road  
 150 Rimrock Road  
 1571 Sandhurst Circle  
 3929 Keele Street  
 65 Ellesmere Road  
 1000 Gerrard Street East

in accordance with the administrative design features set out in Appendix A to the report (August 24, 2011) from the Chief Building Official and Executive Director, Toronto Building.

2. City Council further amend 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 following premises and locations, in accordance with the design features set out in Appendix A, with the following amendments:
  - "a. The express prohibition with respect to window signs listed in section 2B. of the administrative design features as set out in Appendix A be deleted and replaced with an express prohibition on signs located on a light standards for the purposes of advertising goods or products sold on the premises;
  - b. The regulations with respect to signs located on a light standard for the purposes of advertising goods or products sold on the premises contained in section 3D the administrative design features as set out in Appendix A be deleted and replaced with the following:
    - "3D. A window sign provided:
      1. There shall be no more than 3 such signs erected at the premises;
      2. The sign shall only display static copy;
      3. The sign shall have no more than two sign faces;
      4. The total sign face area of all such signs shall not exceed 25 percent of the area of the window excluding its frame;
      5. The sign shall not be located above the first storey of a building; and,
      6. The total sign face area of all wall and window signs shall not exceed 20 percent of the area of the first storey of the wall on which the wall signs are erected."

the premises and locations being:

25 The West Mall, Unit 2020

192a Bloor St. West  
 470 Yonge Street  
 710 St. Clair West  
 218 Yonge Street, Unit #3-118  
 2480 Gerrard Street East  
 2365 Dundas Street West  
 2218 Bloor Street West  
 161 Bay Street, Unit C250  
 11 St Clair Avenue East  
 1168 St Clair Avenue West  
 300 Borough Drive, Suite #4, Unit 22A  
 6344 Yonge Street, Unit 114  
 345 Bloor Street East  
 61 Front St, Go Concourse, Union Station, Unit R2  
 1 Eglinton Square, Unit 141  
 160 Spadina Avenue  
 675 Yonge Street  
 4828 Yonge Street  
 20 Eglinton Ave East  
 10 The Queensway  
 1530 Albion Road, Unit F-1  
 100 Wellington Street West, Unit WS01A  
 3495 Lawrence Avenue East, Unit CB018D  
 1807 Eglinton Avenue West  
 121 Front Street East  
 710 King Street West  
 595 Bay Street, Unit FC1 & FC2  
 98 Danforth Ave  
 552 Yonge Street  
 700 Lawrence Avenue West  
 2 Greystone Walk Drive  
 123 Yonge Street  
 127 Church Street  
 109 McCaul Street  
 200 Front Street West, Unit F02  
 4025 Yonge Street, Unit F05  
 1800 Sheppard Avenue East, Unit F012  
 3400 Yonge Street

3. City Council authorize the City Solicitor 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.

### **Origin**

(August 24, 2011) Report from the Chief Building Official and Executive Director, Toronto Building

### **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.

### **Background Information (Committee)**

(August 24, 2011) Report from the Chief Building Official and Executive Director, Toronto Building on Amendments to Chapter 694, Signs, General to adopt Signage Master Plans for 89 premises and locations containing McDonald's Restaurants

(<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41169.pdf>)

(August 24, 2011) Appendix A - Signage Master Plan

(<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41175.pdf>)

(August 24, 2011) Appendix B - Locations included in this Signage Master Plan

(<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41241.pdf>)

### **Communications (Committee)**

(October 3, 2011) E-mail from Larissa Stéfurak (PG.New.PG8.3.1)

(October 4, 2011) E-mail from JoAnn Duffy and Hugh Westren (PG.New.PG8.3.2)

(October 5, 2011) E-mail from David S. Crawford, Secretary MTCC 573 (PG.New.PG8.3.3)

(October 5, 2011) E-mail from Suzanne Kavanagh (PG.New.PG8.3.4)

(October 6, 2011) Submission from Elizabeth Geleff (PG.New.PG8.3.5)

### **Communications (City Council)**

(October 6, 2011) E-mail from Andrea Stark (CC.Main.PG8.3.6)

(October 7, 2011) E-mail from Richard H. Boehnke, Markland Wood Homeowners Association (CC.Main.PG8.3.7)

### **Speakers (Committee)**

Scott Dutchak, McDonald's Restaurants of Canada Limited