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.

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

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

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

**Communications (Committee)**

(October 3, 2011) E-mail from Larissa Stefurak (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