



Decision Letter

Planning and Growth Management Committee

PG8.1	ACTION	Deferred		Ward:All
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Amendments to Chapter 694 of the City of Toronto Municipal Code Respecting a Comprehensive Consolidation and Upgrade Program for Third Party Ground Signs Located on Certain Rail Lands within the City of Toronto

Committee Decision

The Planning and Growth Management Committee deferred consideration of the item to its January 5, 2012 meeting to allow consultation to take place with the City Planning division, affected communities and stakeholders, in cooperation with local Councillors.

Decision Advice and Other Information

The following staff made a presentation to the Planning and Growth Management Committee:

Ann Borooh, Chief Building Official and Executive Director, Toronto Building
 Mario Angelucci, Director, Toronto Sign Unit
 Robert Bader, Supervisor, Toronto Sign Unit

Origin

(September 21, 2011) Report from the Chief Building Official and Executive Director, Toronto Building

Summary

This report reviews and makes recommendations on a request by Blair Murdoch of Allvision Canada, on behalf of the Canadian National Railway Company (CN Rail), to obtain amendments to Chapter 694, Signs, General, of the City of Toronto Municipal Code. The request is to amend Chapter 694 to: a) permit the replacement of, at select locations along the premises consisting of "utility corridors" which are owned by CN Rail ("CN Rail Corridors"), existing third party ground signs displaying static copy with new third party ground signs displaying electronic static copy; b) further remove additional third party ground signs displaying static copy, and c) prevent the erection and display of any future third party signs in and around the CN Rail Corridors at the portions of the premises where the existing third party ground signs are proposed to be removed.

This report recommends approval of the requested amendments to Chapter 694, Signs, General, of the City of Toronto Municipal Code, as the application reflects the higher order Council objectives established in the City's recently approved sign regulation and revenue strategy by aspiring to manage the impact and contribution of signage to the visual character of the City's public realm, appropriate to the goals expressed in the Official Plan.

Background Information

(September 21, 2011) Report from the Chief Building Official and Executive Director, Toronto Building on Amendments to Chapter 694 of the City of Toronto Municipal Code Respecting a Comprehensive Consolidation and Upgrade Program for Third Party Ground Signs Located on Certain Rail Lands within the City of Toronto

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41162.pdf>

(September 21, 2011) Appendix A - Draft By-law - Proposed Amendments to Chapter 694

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41233.pdf>

(September 21, 2011) Appendix B - Photo Renderings - Proposed Third Party Ground Signs

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41234.pdf>

(September 21, 2011) Appendix C(i) - Existing Photographs - Proposed Third Party Sign Removals (Diagrams 1 - 9)

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41235.pdf>

(September 21, 2011) Appendix C(ii) - Existing Photographs - Proposed Third Party Sign Removals (Diagrams 9 - 20)

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41236.pdf>

(September 21, 2011) Appendix C(iii) - Existing Photographs - Proposed Third Party Sign Removals (Diagrams 21 - 29)

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41237.pdf>

(September 21, 2011) Appendix C(iv) - Existing Photographs - Proposed Third party Sign Removals (Diagrams 30 - 40)

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41238.pdf>

(September 21, 2011) Appendix D - Additional Third Party Signs Located Within the CN Rail Utility Corridor

<http://www.toronto.ca/legdocs/mmis/2011/pg/bgrd/backgroundfile-41239.pdf>