Summary of Strategic Media Signage Master Plan

- Replace 139 existing permits/approvals with 21 new approvals
  - Represents an 84% reduction in the number of Strategic Media sign permissions

- New permissions will:
  - Result in an overall reduction of signs
  - Result in an overall reduction in sign sizes
  - Contain restrictions and prohibitions on the illumination of signs
  - Signs will be subject to 5-year renewal provisions of Chapter 694

- Adoption of the proposed Signage Master Plan will resolve outstanding litigation
  - This will allow for more effective enforcement of Chapter 694 in the future
Example of large format Strategic Media wall sign
Same wall with sign removed
Impacts of Proposed Signage Master Plan

- Proposed Signage Master Plan impacts 20 wards
- Current and Proposed Sign locations are largely in the former City of Toronto area where large format mural signs were permitted
- Locations will be eliminated in 10 Wards:
  - Wards 5, 11, 13, 15, 17, 21, 24, 29, 34, 40
- Strategic Media Signs are proposed in 10 Wards:
  - Wards 14, 18, 19, 20, 22, 25, 27, 28, 30, 32
Ward 14

Current Number of Strategic Media Sign Locations = 4

★ = one sign
Ward 14

Proposed Number of Strategic Media Sign Locations = 1

★ = one sign
Sign Proposed in Ward 14

1678 Bloor Street West
Ward 18

Current Number of Strategic Media Sign Locations = 8

★ = one sign

Humber Bay
Ward 18

Proposed Number of Strategic Media Sign Locations = 1

★ = one sign
Sign Proposed in Ward 18

985 College Street
Ward 19

Current Number of Strategic Media Sign Locations = 16

★ = one sign
Ward 19

Proposed Number of Strategic Media Sign Locations = 4

★ = one sign
Signs Proposed in Ward 19

450 Bathurst Street

805 Bloor Street West
Signs Proposed in Ward 19

869/871 Queen Street West

940 Queen Street West
Ward 20

Current Number of Strategic Media Sign Locations = 53

★ = one sign
Proposed Number of Strategic Media Sign Locations = 7

★ = one sign
Signs Proposed in Ward 20

352 Adelaide Street West

118 Peter Street

43.8 m²
Signs Proposed in Ward 20

452 Richmond Street West

101 Spadina Avenue
Signs Proposed in Ward 20

174 Spadina Avenue (South Wall)

174 Spadina Avenue (North Wall)
Signs Proposed in Ward 20

185 Spadina Avenue
Ward 22

Current Number of Strategic Media Sign Locations = 5

★ = one sign
Proposed Number of Strategic Media Sign Locations = 1

★ = one sign

Ward 22
Sign Proposed in Ward 22

1944 Yonge Street
Ward 25

Current Number of Strategic Media Sign Locations = 2

★ = one sign
Ward 25

Proposed Number of Strategic Media Sign Locations = 1

★ = one sign
Sign Proposed in Ward 25

18 Wanless Avenue
Ward 27

Current Number of Strategic Media Sign Locations = 13

★ = one sign
Ward 27

Proposed Number of Strategic Media Sign Locations = 1

★ = one sign
Sign Proposed in Ward 27

568 Church Street
Ward 28

Current Number of Strategic Media Sign Locations = 13

★ = one sign
Ward 28

Proposed Number of Strategic Media Sign Locations = 3

★ = one sign
Signs Proposed in Ward 28

71-73 King Street East

22 (14) Sheppard Street
Signs Proposed in Ward 28

323-325 Richmond Street East

77.38 M²
Ward 30

Current Number of Strategic Media Sign Locations = 10

★ = one sign
Ward 30

Proposed Number of Strategic Media Sign Locations = 1

★ = one sign
Sign Proposed in Ward 30

235 Danforth Avenue
Ward 32

Current Number of Strategic Media Sign Locations = 5

★ = one sign
Proposed Number of Strategic Media Sign Locations = 1

★ = one sign
Sign Proposed in Ward 32

1577 Danforth Avenue