



**TO:** Etobicoke York Community Council  
**FROM:** Councillor Doug Ford, Ward 2 - Etobicoke North  
**RE:** Cloud Development Temporary Signs- Wards 1 and 2  
**DATE:** January 21, 2013

## **SUMMARY**

The Lash Group of Companies is the developer of a new condominium development in Ward 2. Construction of the condominium is scheduled to begin in the summer of 2013. As part of the marketing of this project, a sign permit has been issued to the developer permitting the display of ten A-frame signs at locations within Wards 1 and 2 for the purpose of advertising/directing attention to the condominium development. These signs have been an integral part of their sales campaign as they continue to pursue their sales goals. In recognition of the important role that these types of signs play in our community, Chapter 693, Article III, Temporary Signs, has specific regulations for A-frame signs used for identifying, advertising, promoting or directing attention to developments.

The developer now seeks relief from the limit of 10 A-frame sign per development as they seek to display an additional 20 A-frame signs at locations within Wards 1 and 2 to promote this development.

## **RECOMMENDATIONS:**

1. That Community Council approve an additional 20 A-frame signs to be located in Wards 1 and 2, for the purpose of identifying, advertising, promoting or directing attention to the development commonly known as Cloud 9 Condos.
2. That the appropriate City staff be directed to work with the developer to ensure that the locations of these signs are in compliance with other provisions of the relevant by-laws.

