



**STAFF REPORT  
ACTION REQUIRED**

**Amendments to Chapter 694 of the Municipal Code,  
Signs, General**

<b>Date:</b>	May 30, 2013
<b>To:</b>	Planning and Growth Management Committee
<b>From:</b>	Chief Building Official and Executive Director, Toronto Building
<b>Ward:</b>	All
<b>Reference Number:</b>	PG13012

**SUMMARY**

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This report proposes a series of amendments to the Sign By-law ("Chapter 694") to streamline the decision-making process for sign applications. This streamlining is expected to reduce the wait time associated with a Signage Master Plan application by considering them as a sign variance. This report proposes requiring a Signage Master Plan where more than three signs on a premise require variances to the regulations in Chapter 694, thus providing a more comprehensive review of these proposals.

This report also proposes a number of changes to performance standards for signs within Chapter 694, intended to create more flexible regulations for first party signs throughout the city. These changes have been identified based on experience with the provisions of Chapter 694 since its introduction in April 2010.

Finally, changes are proposed to the Sign District designations for 67 locations in 11 Wards to make the designations of these premises consistent with their current use.

**RECOMMENDATIONS**

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**The Chief Building Official and Executive Director, Toronto Building recommends that:**

1. City Council amend the City of Toronto Municipal Code Chapter 694, Signs, General, to: modify provisions concerning criteria for variances; the application process for Signage Master Plans; certain definitions; as well as alter the Sign District designations for 67 premises; and alter certain provisions establishing

- performance standards for signs, substantially in accordance with the draft by-law attached as Appendix 1 to this report;
2. City Council amend Chapter 694, Signs, General, to establish each of the premises municipally known as 10 Park Lawn Road, 2139 Lake Shore Boulevard West, 2143 Lake Shore Boulevard West, 2147 Lake Shore Boulevard West, 2147A Lake Shore Boulevard West, 2151 Lake Shore Boulevard West, 2153 Lake Shore Boulevard West, 2155 Lake Shore Boulevard West, 2157 Lake Shore Boulevard West, 2161 Lake Shore Boulevard West, 2165 Lake Shore Boulevard West, 2167 Lake Shore Boulevard West, 2169-2173 Lake Shore Boulevard West, 2175 Lake Shore Boulevard West, 2179 Lake Shore Boulevard West, 2183 Lake Shore Boulevard West and 2200 Lake Shore Boulevard West as CR-Commercial Residential Sign Districts, and the premises municipally known as 2189 Lake Shore Boulevard West as an OS-Open Space Sign District by replacing Sign District Map Ward 6: Etobicoke-Lakeshore of Schedule A, Maps, with the map attached as Appendix 2 to this report;
  3. City Council amend Chapter 694, Signs, General, to establish the premises municipally known as 1060 Sheppard Avenue West as a CR-Commercial Residential Sign District by replacing Sign District Map Ward 8: York West of Schedule A, Maps, with the map attached as Appendix 3 to this report;
  4. City Council amend Chapter 694, Signs, General, to establish the premises municipally known as 2237 and 2255 West as an E-Employment Sign District by replacing Sign District Map Ward 11: York South-Weston of Schedule A, Maps, with the map attached as Appendix 4 to this report;
  5. City Council amend Chapter 694, Signs, General, to establish each of the premises municipally known as 766 King Street West, 169 Fort York Boulevard, 209 Fort York Boulevard, 20 Bathurst Street, 600 Fleet Street, 612 Fleet Street, 620 Fleet Street, 640 Fleet Street, 650 Fleet Street, 38 Grand Magazine Street, 60 Grand Magazine Street, 65 Grand Magazine Street and 70 Iannuzzi Street as CR-Commercial Residential Sign Districts by replacing Sign District Map Ward 19: Trinity-Spadina of Schedule A, Maps, with the map attached as Appendix 5 to this report;
  6. City Council amend Chapter 694, Signs, General, to establish each of the premises municipally known as 142 Fort York Boulevard, 25 Lower Simcoe Street, 31 Lower Simcoe Street, 75 Lower Simcoe Street, 12 York Street, 14 York Street, 15 York Street, 16 York Street, and 18 York Street, as CR-Commercial Residential Sign Districts by replacing Sign District Map Ward 20: Trinity-Spadina of Schedule A, Maps, with the map attached as Appendix 6 to this report;
  7. City Council amend Chapter 694, Signs, General, to establish the premises municipally known as 4917-4975 Yonge Street and 6 Spring Garden Avenue as a CR-Commercial Residential Sign District by replacing Sign District Map Ward 23: Willowdale of Schedule A, Maps, with the map attached as Appendix 7 to this report;

8. City Council amend Chapter 694, Signs, General, to establish the premises municipally known as 660 Eglinton Avenue East as a C-Commercial Sign District by replacing Sign District Map Ward 26: Don Valley West of Schedule A, Maps, with the map attached as Appendix 8 to this report;
9. City Council amend Chapter 694, Signs, General, to establish the premises municipally known as 136 Isabella Street as a C-Commercial Sign District by replacing Sign District Map Ward 27: Toronto Centre-Rosedale of Schedule A, Maps, with the map attached as Appendix 9 to this report;
10. City Council amend Chapter 694, Signs, General, to establish the premises municipally known as 487 King Street East as a C-Commercial Sign District, and the premise municipally known as 25 York Street as a C-Commercial Sign District by replacing Sign District Map Ward 28: Toronto Centre-Rosedale of Schedule A, Maps, with the map attached as Appendix 10 to this report;
11. City Council amend Chapter 694, Signs, General, to establish each of the premises municipally known as 5813 Steeles Avenue East, 5833 Steeles Avenue East, 5839 Steeles Avenue East, 5853 Steeles Avenue East, 5863 Steeles Avenue East, 5871 Steeles Avenue East, 5881 Steeles Avenue East, 5891 Steeles Avenue East, 5901 Steeles Avenue East, 5933 Steeles Avenue East, 5945 Steeles Avenue East and 5951 Steeles Avenue East as C-Commercial Sign Districts by replacing Sign District Map Ward 41: Scarborough-Rouge River of Schedule A, Maps, with the map attached as Appendix 11 to this report;
12. City Council amend Chapter 694, Signs, General, to establish each of the premises municipally known as 6714 Kingston Road, 6742 Kingston Road and 7331 Kingston Road as C-Commercial Sign Districts by replacing Sign District Map Ward 44: Scarborough East of Schedule A, Maps, with the map attached as Appendix 12 to this report; and,
13. 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.

## **FINANCIAL IMPACT**

The recommendations in this report have no financial impact.

## **DECISION HISTORY**

New Sign Regulation and Revenue Strategy

<http://www.toronto.ca/legdocs/mmis/2009/pg/bgrd/backgroundfile-24387.pdf>

New Sign Regulation and Revenue Strategy: Additional Considerations

<http://www.toronto.ca/legdocs/mmis/2009/cc/bgrd/backgroundfile-25449.pdf>

Appeals of Decisions by the Sign Variance Committee  
(<http://www.toronto.ca/legdocs/mmis/2010/pg/bgrd/backgroundfile-26144.pdf>)

Supplemental Report – Area-Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands

(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.PG15.4> )

## **ISSUE BACKGROUND**

In 2010, Chapter 694, Signs, General was adopted by City Council to establish a consistent set of signage regulations across the City and replace the existing signage standards of the seven pre-amalgamation area municipalities. Chapter 694 also changed the decision-making processes with respect to sign applications so that variances were decided by staff or the Sign Variance Committee as opposed to Community Council. Based on experience with these regulations since their introduction, staff have identified several amendments which are proposed to improve the administration of Chapter 694, as well as the decision-making process with respect to applications for signs.

## **COMMENTS – SIGN GOVERNANCE**

During the development of Chapter 694, staff consulted with: members of the public, Councillors, sign owners and operators, along with sign industry groups, resident and ratepayer associations, and public interest groups. The City received comments and communications from all of these stakeholder groups identifying issues with the City's process for dealing with sign variances.

Some of the issues that were raised during the development of Chapter 694 included:

- Inconsistency in the application and interpretation of sign regulations;
- The absence of defined criteria for evaluating sign variances;
- The time taken for sign and variance applications to be processed;
- Whether the process for granting sign variances was appropriate;
- Whether Community Council was the appropriate body for considering sign variances; and,
- The appropriate form and amount of public notice for sign variances.

To address these issues, City Council adopted a number of changes to the approval processes associated with signage, including:

- Applications for variances with respect to first party signs were delegated to the Chief Building Official and measured against criteria outlined in the Sign By-law;

- These decisions may be appealed to the Sign Variance Committee within 20 days of the decision date.
- Applications for variances with respect to third party signs are decided by the Sign Variance Committee and measured against criteria outlined in Chapter 694.
- Applications that require amendments to the by-law (prohibited sign types, Signage Master Plans) are decided by Council, through the Planning and Growth Management Committee.
- Notice of variance and Sign By-law amendment applications is mailed out to surrounding property owners and is required to be posted on-site.
- Notice of all variance and Sign By-law amendment applications is provided to the Ward Councillor.
- Prior to adopting Chapter 694, City Council requested an additional report on the possibility of review by City Council of decisions of the Sign Variance Committee.

After consideration, City Council modified the proposed decision-making process to allow for the Ward Councillor to set aside a decision by the Sign Variance Committee approving a first party or third party sign variance, to allow City Council to review and make the final determination on the application.

### **Simplification of the Criteria for a Sign Variance**

Prior to the enactment of Chapter 694, there were concerns that sign variance applications were not being considered consistently across the city and that there was no specific criteria that they were being measured against. To address this, nine criteria were included in Chapter 694 which are required to be satisfied prior to a sign variance application being approved.

After working with these nine criteria, it has become clear that the current number of tests in Chapter 694 can lead to some difficulty in application. This report therefore proposes that the number of tests be reduced from nine to five.

It is recommended that the following criteria be applied to the consideration of applications for variances to Chapter 694 for a sign, or - in the case of a Signage Master Plan application - signs:

1. *Is the proposed sign or signs compatible with the development of the premises and surrounding area?*

This test will help to determine whether the signage being proposed will be compatible in size, scale, and look of the premises where the sign is proposed to be erected.

2. *Will the proposed sign(s) support the Official Plan objectives for the premises where the sign(s) is/are located and the surrounding area?*

The Official Plan informs all land use and built form regulations throughout the city. Requiring a sign to be supportive of the built form and land use objectives of the Official Plan is important to the implementation of the plan.

3. *Will the proposed sign(s) adversely affect adjacent premises?*

Any sign that is approved by way of a variance may have an adverse impact on adjacent premises (e.g. impacts of illumination, size and scale and/or sight lines). The potential impact that a sign has on adjacent premises will be evaluated to ensure that these concerns are addressed and mitigated prior to a variance being granted.

4. *Will the proposed sign(s) adversely affect public safety?*

Any sign that is approved by way of a variance may also have an impact on public safety (e.g. driver or pedestrian distraction). The potential impact that a sign may have will be evaluated to ensure that public safety concerns are addressed and mitigated prior to a variance being granted.

5. *Will the proposed sign(s) alter the character of the premises or surrounding area?*

One of the principles used in the development of Chapter 694 is that signs are intended to be a complement to the built form of the city, not a defining characteristic of a building or an area – exceptions to this are six Special Sign Districts identified in Chapter 694.

By simplifying the tests for a variance from nine to five, it is expected that the application process for a sign variance will clarify the process for the applicants and the Sign Variance Committee.

As well the proposed tests will tie the approval of a sign variance application or Signage Master Plan more directly to the goals and objectives for the property consistent with the designation for the property found in the Official Plan, which sets out all land use and built form regulations throughout the City.

### **New Scope of Signage Master Plans and Delegation to the Sign Variance Committee**

A Signage Master Plan is defined in Chapter 694 as: "*A submission with drawings, text, and specifications setting out the specifics of the location, arrangement, type and design of signs to be erected on premises or within a defined area*". It is currently implemented by an amendment to Chapter 694.

The intention of this proposal is to establish Signage Master Plans to function in a manner similar to a Site Plan Control Agreement, which lays out specific details of a development, but does not change the underlying legal entitlements that otherwise apply to the property, such as zoning.

The current amendment process to implement a Signage Master Plan results in a permanent change to the underlying signage permission and may impact future development or use of a premise. As the signage needs and designs of a business or use change, further modifications to the Signage Master Plan may be required. This may result in additional sign variance or Sign By-law amendment applications.

If a Signage Master Plan were to be approved as a variance, the Signage Master Plan would be specific only to the signs applied for, and would not change the underlying signage rights for the premises once the signs are removed.

This report recommends that Chapter 694 be amended to remove Signage Master Plans from requiring a Sign By-law Amendment, and be considered as variances to Chapter 694. Reports for Signage Master Plans will continue to be prepared by staff prior to consideration and a final decision by the Sign Variance Committee.

Consideration of Signage Master Plans as variances will significantly reduce the number of Sign By-law Amendment applications considered by Council – since the enactment of Chapter 694, Signage Master Plan applications have represented 25% of Sign By-law amendment applications.

#### Requirement for Signage Master Plans

Currently, Signage Master Plans are an application type that is available to those seeking out a site-specific amendment to Chapter 694. The Sign By-law Unit will develop specific application forms and requirements with respect to the sign variance application process with respect to Signage Master Plans.

This report proposes that Chapter 694 be amended to require Signage Master Plans for Sign Variance applications that involve three or more signs, or where a previous Signage Master Plan has been approved on the premises.

This level of review will also require property owners to review all signs that are being displayed on their premises before potentially adding signs that are not consistent with the requirements of Chapter 694.

#### First Party Signage Master Plans

Currently, since Signage Master Plans are treated as amendments to Chapter 694, they are able to permit sign types not permitted, including prohibited signs. An example of this is first party roof signs, which would require an amendment to Chapter 694 in order to be permitted.

One of the major reasons that Chapter 694 prohibits roof signs is that they are generally difficult to integrate into the architecture of buildings where they are erected. Since the introduction of Chapter 694, a number of first party roof signs have been proposed to be erected and displayed on buildings specifically designed to accommodate them, often as

part of a re-branding or re-development exercise, thereby alleviating concerns over their compatibility.

This report proposes special relief from the prohibition on roof signs, with respect to a roof sign which forms part of a Signage Master Plan and consists exclusively of first party signs (a "First Party Signage Master Plan"). Specifically, this report proposes that the requirement for an amendment to permit a first party roof sign, due to the restriction on a prohibited sign type in Section 694-15B, not be applicable to first party roof signs where they are part of a First Party Signage Master Plan. However, it is proposed that in all other instances, roof signs, (both first party and third party) will continue to be a prohibited sign type and will require an amendment to Chapter 694 and approval by Council in order to be permitted.

#### Notice to Ward Councillors

The Ward Councillor will be provided with notice of all applications and a copy of all decisions for Sign Variance applications and Signage Master Plans in their ward. They will also have the opportunity to comment on and/or appear at Sign Variance Committee meetings to provide input into the final decision on sign variance applications and Signage Master Plans in their Ward.

Should City Council adopt the proposal that Signage Master Plans be delegated to the Sign Variance Committee, the Ward Councillor will still have the ability to have Sign Variance Committee decisions to approve sign variance applications and Signage Master Plans reconsidered by Community Council and Council.

#### **Sign By-law Amendment Applications**

Through adopting the changes in this report, it is expected the Sign By-law amendment process will only continue to be required where it is proposed to:

- Change the sign district designation;
- Permit a sign type which is prohibited by Chapter 694;
- Modify the provisions of Chapter 694, other than performance standards which regulate the built form of the sign; or,
- Where a new prohibition is contemplated.

Since 2010, there have been a number of Sign By-law amendment proposals where one sign is proposed to be erected in exchange for the removal of other signs on different premises; this has been common with proposals for third party signs containing electronic copy despite the fact that a change in sign copy could be considered as a sign variance.

Where these proposals come forward in the future, they will be processed as sign variance applications. Where the signs that are proposed to be removed are related to the



premises or proposed sign, these removals can be added as a condition to the variance which is the subject of the application.

Staff recommendations on Sign By-law amendments would continue to be reported to Council through the Planning and Growth Management Committee.

### **Electronic Sign Copy**

At its meeting on July 11, 2012, as part of the deliberations on Item PG 15.4, City Council directed Sign By-law Unit staff, in conjunction with staff in Transportation Services and with input from staff in City Planning, to undertake a further study of the impact of third party signs containing electronic static copy and to report back to City Council within two years of the erection and display of the approved signs.

This recommendation was included as a result of the deliberations on item PG 15.4 due to the number of sign variance and Sign By-law amendment applications being made for signs containing electronic copy, as well as concerns being expressed by the public and members of Council.

The study is planned to be made up of three components:

- An updated literature review and analysis of transportation studies with respect to electronic signs and their potential impacts on traffic safety;
- A survey of residents in Toronto to determine what the general public's opinion is on electronic signs and their impacts; and,
- An urban design analysis on the potential impact that electronic signs may have on the public realm.

The target completion date of the study is summer of 2013 with a report on results as well as any changes proposed to Chapter 694 as a result of the study findings, to the Planning and Growth Management Committee and City Council in the fall of 2013.

### **COMMENTS – FURTHER AMENDMENTS TO CHAPTER 694**

This section of the report proposes changes to Chapter 694 based on staff's experience enforcing the Sign By-law, including the processing of variance and amendment applications since its introduction in 2010. These proposed changes are largely related to the provisions of the Sign By-law regulating first party signs (signs related to the use on the premises) and the addition of new definitions to clarify the intent of the by-law.

#### **Height of First Party Wall Signs:**

Chapter 694 contains regulations concerning first party wall signs located in Commercial (C) and Commercial Residential (CR) Sign Districts. These regulations are designed to address a number of objectives, including:

- Requiring that the size of the wall sign be in scale with the building and its façade facing the street;
- Requiring that wall signs on the ground floor are the primary signs on a multi-storey building in terms of size; and, that wall signs located on upper floors are secondary to the wall signs at ground floor through limitations on their size and location;
- Generally discouraging signage above the two lower storeys to orient signage in these Sign District primarily to pedestrian traffic.

The current regulations in Chapter 694 for first party wall signs in Commercial (C) and Commercial Residential (CR) Sign Districts permit a first party wall sign on the first storey of a building, but limits the height to a maximum of 4.5 metres or the sill of the lowest window at the second storey of the wall where the sign is located.

Due to the variety of building types found in C and CR Sign Districts, there are a significant number of instances where the highest part of a sign may be more than 4.5 metres above the surface of the ground, but still be below the sill of windows on the second storey of the building. Also, many one storey-retail buildings located in C and CR Sign Districts are higher than 4.5 metres.

As a result, the maximum height that is currently permitted by Chapter 694 could result in signs that are displayed at a height that is not in scale with the building façade, and are too restrictive to achieve the objectives for first party wall signs in C and CR Sign Districts to be in scale with the building and its façade. This requirement has also resulted in approximately 40 percent of all first party sign variances since Chapter 694 was introduced.

The proposed amendment will replace the 4.5 metre height requirement for first party wall signs in C and CR Sign Districts with a requirement that the sign be no higher than 1.5 times the height of the first storey of the building or below the lowest sill of a window located at the second storey, whichever is lower.

The proposed amendment will allow the regulations for first party wall signs contained in Chapter 694 to more efficiently address signage located on the various building types in C and CR sign districts while ensuring the objectives of Chapter 694 are maintained.

### **New Permission for Directional Signs**

Currently, Chapter 694 permits two ground signs for the purposes of direction at each entrance or exit of locations requiring these signs. Premises that contain drive-through facilities are required to apply for a variance from Chapter 694 to be able to erect and display additional directional signs at the entrances and exits of drive-through facilities.

It is proposed that locations containing drive-through facilities be permitted two additional ground signs for the purposes of directing traffic into and out of the drive-

through lane, of the same size and height as those currently permitted by the Sign By-law which are 0.5 square metres and 1.5 metres, respectively.

Directional signs at a drive-through facility are important for the safe direction of traffic into and out of drive-through lanes. Allowing additional signs to be used for the direction of traffic is in keeping with the public safety goals of Chapter 694.

It is expected that by permitting two additional ground signs providing direction for drive-through facilities, the number of first party variance applications will be reduced by approximately five percent.

### **Wall Signs located at the Top Storey of an Office Building (Logo Signs)**

In Commercial and Employment Sign Districts, Chapter 694 permits wall signs displaying logos of building tenants (logo signs) to be located at the uppermost storeys or mechanical penthouses of office buildings that are 10 or more storeys tall, in addition to allowing for wall signs located at the first and second storeys of buildings containing commercial and employment uses.

Where logo signs are permitted, they must comply with the following: there can be a maximum of four signs per building; they must be at the uppermost storey of the building or on a mechanical penthouse; they cannot exceed 20 percent of the uppermost storey wall to a maximum of 25 square metres; and, they must display identical copy on all elevations.

Issues have been raised with the restriction that limits logo signage to one tenant per building. As a result, this report proposes that the requirement that all logo signs display identical copy be removed and the maximum number of logo signs be reduced from four to two.

One of the reasons for requiring identical copy on all logo signs was to reduce sign clutter. Reducing the maximum number of logo signs to two should continue to control sign clutter in accordance with the objectives of Chapter 694. It is also important to note that this proposed change is consistent with the requirements for logo signs in the Sign By-laws of Mississauga and Brampton.

This report also recommends that the maximum area of 25 square metres be removed and that logo signs be permitted to have a maximum sign face area of 20 percent of the uppermost storey wall.

The result of this change will be to keep any sign that is displayed in scale with the building that it is erected on and to reduce the number of sign variances requested for this type of sign.

## **Updated Definition for 'Fence'**

In working with Chapter 694, staff have identified a number of instances where updating the definition of 'Fence' to include guards and railings would provide greater clarity in its administration and enforcement. The new definition of fence is proposed to be:

### **FENCE**

*A barrier, including one for noise attenuation, guard, railing, or any structure, except a structural part of a building, that wholly or partially screens from view, encloses or divides a yard or other land, or marks or substantially marks the boundary between adjoining land, and includes any hedge or shrub that has the same effect.*

This is a modification of a definition already found in Chapter 694. It will clarify the regulation of signs on guards and railings so they are consistent with regulations for signs on fences.

## **Setbacks from Street Intersections**

Certain regulations contained in Chapter 694 require that signs be set back from the intersection of streets (or street lines). This requirement is to ensure that signs are not obstructing sightlines required for traffic safety at street intersections.

It is proposed that Chapter 694 be amended so that the intersection of two streets (or street lines) be deemed to be the point closest to the sign where:

- the street lines of the two streets meet to form an interior angle of 135 degrees or less; or
- where one street bends to create an interior angle of 135 degrees or less between the street lines.

This requirement is consistent with the definitions and/or performance standards found in the City's Zoning By-law(s) with respect to the location and setbacks of buildings around street intersections.

## **Administration of the Sign Variance Committee**

During the development of Chapter 694, it was anticipated that the staff resources of the City Planning Division currently assigned to meeting administration for the Committee of Adjustment could be utilized to administer meetings of the Sign Variance Committee. However, it was decided that the City Planning Division staff would not be utilized for meeting management support for the Sign Variance Committee, as the sign variance process was more in keeping with the reporting process for Committees of Council as opposed to the Committee of Adjustment.

As a result, the City Clerk's Office has been providing the necessary staff resources on behalf of the City Planning Division responsible for the administration of meetings of the Sign Variance Committee on the Sign By-law.

It is proposed that Chapter 694 be updated to reflect this administrative change.

### Recommended Changes to Schedule 'A' Maps

Under the previous Sign By-laws, signage regulations for premises were based largely on the underlying zoning of the premises found in the 43 pre-existing Zoning By-laws of the pre-amalgamation area municipalities. Chapter 694 established specific Sign District designations for each premise, which are set out in Schedule A Maps to Chapter 694.

Since the enactment of Chapter 694, inconsistencies in the sign district designations (Schedule A Maps) have been identified that currently do not allow certain premises across the city to display the signage normally permitted for the land uses at those locations.

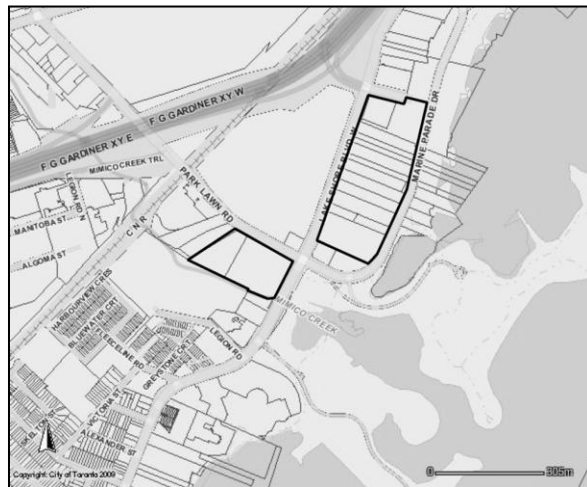
The recommended sign district designation changes for 67 locations in 11 wards, as well as the reason for the proposed changes to the Schedule A Maps are as follows:

#### Ward 6

Table 1 identifies a series of properties located in Ward 6 that are recommended to be re-designated to Commercial Residential (CR) sign districts. These properties have all been redeveloped to contain residential condominium buildings with retail uses at the ground floor.

These properties are identified in Figure 1.

**Figure 1: Premises to be designated CR**



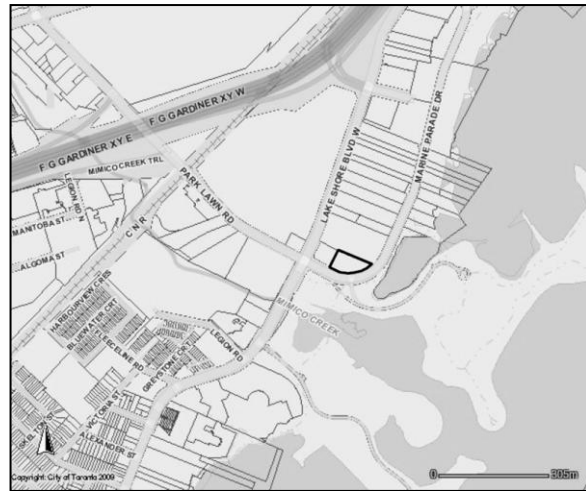
**Table 1: Premises in Ward 6 to be designated as a CR-Commercial Residential Sign District**

STREET NUMBER(S)	STREET NAME	CURRENT DESIGNATION
10	Park Lawn Road	E-Employment
2139	Lake Shore Boulevard West	R-Residential and OS-Open Space
2143,2147,2157, 2161	Lake Shore Boulevard West	C-Commercial
2147A, 2151,2153, 2155, 2165, 2167, 2169, 2171, 2173	Lake Shore Boulevard West	OS-Open Space
2175	Lake Shore Boulevard West	C-Commercial, R-Residential, and OS-Open Space
2179, 2183	Lake Shore Boulevard West	C-Commercial and R-Residential
2200	Lake Shore Boulevard West	E-Employment

Figure 2 identifies the property municipally known as 2189 Lake Shore Boulevard West. This property is currently designated as a Residential (R) sign district.

It is recommended that this property be re-designated to be an Open Space (OS) Sign District as this property is planned to contain a new park.

**Figure 2: 2189 Lake Shore Blvd to be designated OS**

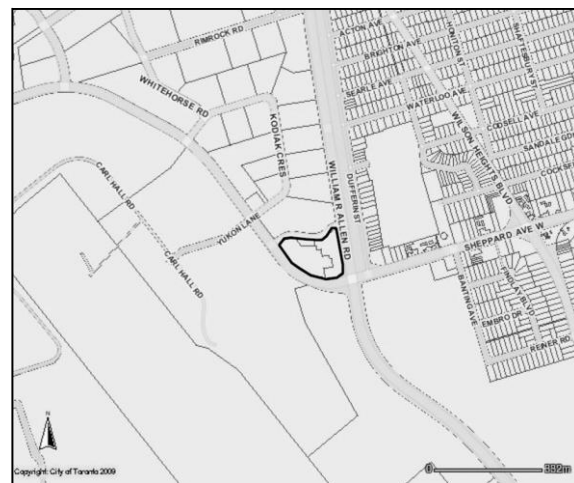


Ward 8

Figure 3 identifies the property municipally known as 1060 Sheppard Avenue West. This property is currently designated as an Open Space (OS) sign district.

It is recommended that this property be re-designated as a Commercial-Residential (CR) sign district as this property has been developed to consist of a high-rise condominium tower with retail units at grade level.

**Figure 3: 1060 Sheppard Avenue West to be designated CR**

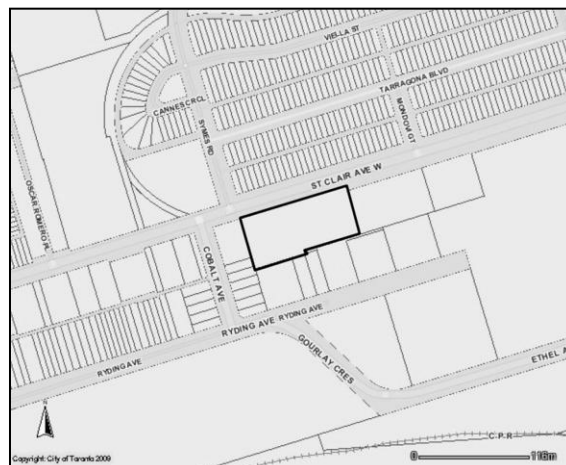


Ward 11

Figure 4 identifies the properties municipally known as 2237 and 2255 St. Clair Avenue West. These properties are currently designated as a Commercial (C) sign district.

It is recommended that these properties be re-designated as an Employment (E) sign district. This is consistent with the current use of the properties as well as the Official Plan designation for the area.

**Figure 4: 2237 and 2255 St. Clair Avenue West to be designated E**



Ward 19

Table 2 identifies properties located in Ward 19 which are recommended to be re-designated as Commercial Residential (CR) sign districts. Each of these properties consists of high-rise condominium towers, some of which contain retail uses at grade level.

These properties are identified by the bold lines in Figures 5 and 6 below.

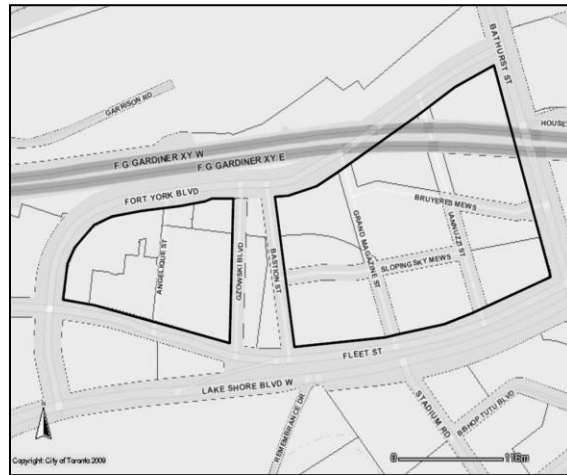
**Table 2: Premises in Ward 19 recommended to be designated as CR-Commercial Residential Sign District**

STREET NUMBER(S)	STREET NAME	CURRENT DESIGNATION
766	King Street West	RA-Residential Apartment
169	Fort York Boulevard	OS-Open Space
209	Fort York Boulevard	E-Employment
20	Bathurst Street	U-Utility
600, 612, 620, 640	Fleet Street	OS-Open Space
650	Fleet Street	OS-Open Space and R-Residential
38, 60, 65	Grand Magazine Street	U-Utility and E-Employment
70	Iannuzzi Street	U-Utility and E-Employment

**Figure 5: Premise to be designated as CR**



**Figure 6: Premises be designated as CR**



Ward 20

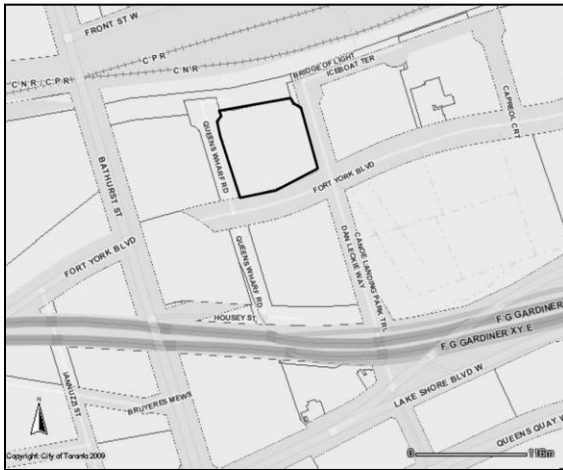
Table 3 identifies properties located in Ward 20 which are recommended to be re-designated as Commercial residential (CR) sign districts. Each of these properties are currently designated as Open Space (OS) but have been redeveloped to contain high-rise condominium towers, some of which consist of retail uses at grade level.

These properties are identified by the bold lines in Figures 7 and 8 below.

**Table 3: Premises in Ward 20 recommended to be designated as CR-Commercial Residential Sign District**

STREET NUMBER(S)	STREET NAME	CURRENT DESIGNATION
25, 31, 75	Lower Simcoe Street	OS-Open Space
142	Fort York Boulevard	OS-Open Space
12, 14, 15, 16, 18	York Street	OS-Open Space

**Figure 7: Premise to be designated as CR**



**Figure 8: Premises to be designated as CR**



**Ward 23**

Figure 9 identifies the properties municipally known as 4917-4975 Yonge Street and 6 Spring Garden Avenue. These properties are currently designated as a Residential Apartment (RA) sign district.

It is recommended that this property be re-designated to be a Commercial Residential (CR) Sign District as this property is proposed to be a residential condominium building with retail uses on the lower floors. A Commercial-Residential Sign District designation would also make the premises consistent with the surrounding properties on Yonge Street.

**Figure 9: 4917-4975 Yonge Street and 6 Spring Garden Avenue to be designated CR**





Ward 26

Figure 10 identifies the property municipally known as 660 Eglinton Avenue East. This property is currently designated as a Residential Apartment (RA) sign district.

It is recommended that this property be re-designated to be a Commercial (C) sign district as this property contains a retail development known as Sunny Brook Plaza.

**Figure 10: 660 Eglinton Avenue East to be designated C**

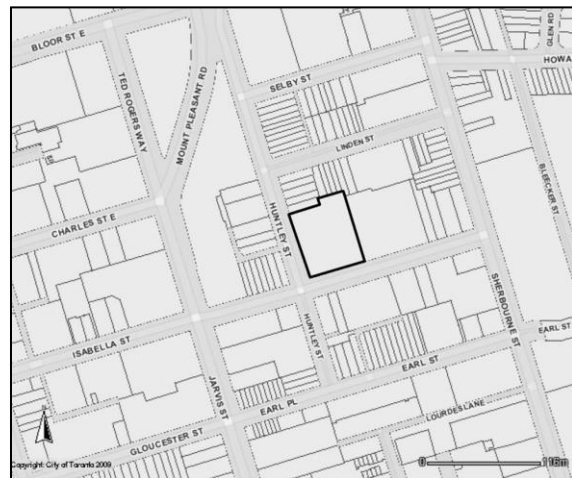


Ward 27

Figure 11 identifies the property municipally known as 136 Isabella Street. This property is currently designated as a Residential Apartment (RA) sign district.

It is recommended that this property be re-designated to be a Commercial (C) sign district as this property contains a four-storey office building.

**Figure 11: 136 Isabella Street to be designated C**



Ward 28

Figure 12 identifies the property municipally known as 487 King Street East. This property is currently designated as a Residential (R) sign district.

It is recommended that this property be re-designated to be a Commercial (C) sign district as this property has recently been re-zoned to permit retail uses.

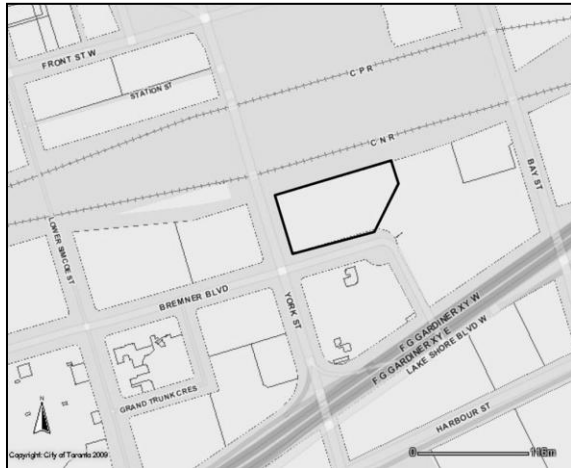
**Figure 12: 487 King Street East to be designated C**



Figure 13 identifies the property municipally known as 25 York Street. This property is currently designated as an Open Space (OS) sign district.

It is recommended that this property be re-designated to be a Commercial (C) sign district as this property now contains a high-rise office tower.

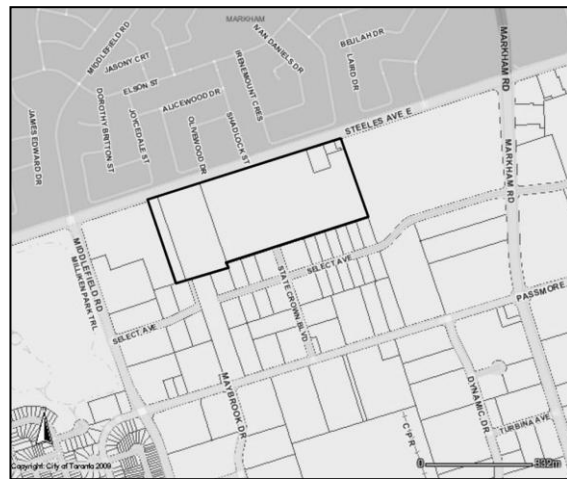
**Figure 13: 25 York Street to be designated C**



Ward 41

Table 4 identifies properties located in Ward 41 which are recommended to be re-designated as a Commercial (C) sign district. Each of these properties are designated as either an Open Space (OS) sign district or an Employment (E) sign district. These properties have been redeveloped to contain a commercial plaza.

**Figure 14: Premises in Ward 41 to be designated C**



These properties are identified in Figure 14.

**Table 4: Premises in Ward 41 recommended to be designated as C-Commercial Sign District**

STREET NUMBER(S)	STREET NAME	CURRENT DESIGNATION
5813, 5839, 5951	Steeles Avenue East	OS-Open Space
5833, 5853, 5863, 5871, 5881, 5891, 5901, 5933, 5945	Steeles Avenue East	OS-Open Space, Residential and E-Employment

Ward 44

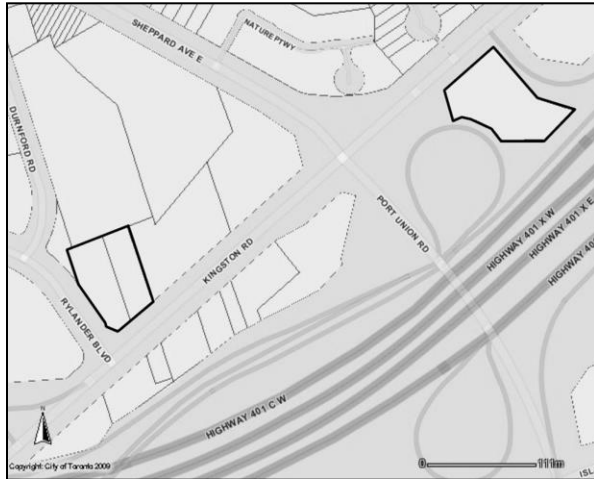
Table 5 below identifies properties located in Ward 44 which are recommended to be re-designated as a Commercial (C) sign district. These properties are currently designated as an Open Space (OS) sign district. These properties have been redeveloped to contain a commercial plaza.

These properties are identified in Figure 15 below.

**Table 5: Premises in Ward 44 recommended to be designated as C-Commercial Sign District**

STREET NUMBER(S)	STREET NAME	CURRENT DESIGNATION
6714, 6742, 7331	Kingston Road	OS-Open Space

**Figure 15: Premises in Ward 44 to be designated C**



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## SIGNATURE

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Ann Borooah,  
 Chief Building Official and Executive Director,  
 Toronto Building

## ATTACHMENTS

Appendix 1: Proposed Changes to Chapter 694  
 Appendix 2: Sign District Map Ward 6: Etobicoke-Lakeshore

- Appendix 3: Sign District Map Ward 8: York West
- Appendix 4: Sign District Map Ward 11: York South-Weston
- Appendix 5: Sign District Map Ward 19: Trinity-Spadina
- Appendix 6: Sign District Map Ward 20: Trinity-Spadina
- Appendix 7: Sign District Map Ward 23: Willowdale
- Appendix 8: Sign District Map Ward 26: Don Valley West
- Appendix 9: Sign District Map Ward 27: Toronto Centre-Rosedale
- Appendix 10: Sign District Map Ward 28: Toronto Centre-Rosedale
- Appendix 11: Sign District Map Ward 41: Scarborough-Rouge River
- Appendix 12: Sign District Map Ward 44: Scarborough East