



Report Item

Considered by City Council on

July 16, 2013

July 17, 2013

July 18, 2013

July 19, 2013

Planning and Growth Management Committee

PG24.1		Referred		Ward:6
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Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with Respect to 486 Evans Avenue

City Council Decision

City Council on July 16, 17, 18 and 19, 2013, referred Item PG24.1 back to the Planning and Growth Management Committee for further consideration.

Committee Recommendations

The Planning and Growth Management Committee recommends that:

1. City Council refuse the application to amend Chapter 694 to allow, on the premises municipally known as 486 Evans Avenue, one third party ground sign at a height of 13.72 metres and set back 1.0 metres from the northerly property line, containing two sign faces, each displaying electronic static copy, each 14.63 metres wide by 4.27 metres long, and oriented easterly and westerly along the F.G. Gardiner Expressway.

Origin

(April 25, 2013) Report from the Chief Building Official and Executive Director, Toronto Building

Summary

This report recommends the refusal of an application made by CBS Outdoor Canada (the "Applicant) on behalf of the owner of premises municipally known as 486 Evans Avenue, for a site specific amendment to permit the erection and display of one third party ground sign, with two sign faces, each displaying electronic static copy (the "Proposed Electronic Static Sign").

The Proposed Electronic Static Sign would contain two sign faces, arranged in a "V-shaped" formation facing north-east and north-west towards the F.G. Gardiner Expressway.

Staff recommend that this application be refused pending the results of an ongoing study on electronic signs that is expected to be completed in September 2013 which will shape future regulations around this type of signage. The refusal recommendation is also due to the incompatibility of the sign with the development of the surrounding properties and its proximity to the F. G. Gardiner Expressway and the potential impact on traffic.

Background Information (Committee)

(April 25, 2013) Report from the Chief Building Official and Executive Director, Toronto Building on Proposed Amendment to Chapter 694 of the City of Toronto Municipal Code with Respect to 486 Evans Avenue

(<http://www.toronto.ca/legdocs/mmis/2013/pg/bgrd/backgroundfile-58183.pdf>)

Attachment 1 - Proponent's Submission Materials

(<http://www.toronto.ca/legdocs/mmis/2013/pg/bgrd/backgroundfile-58184.pdf>)

Communications (Committee)

(May 15, 2013) Letter from Councillor Mark Grimes, Ward 6, Etobicoke Lakeshore (PG.New.PG24.1.1)

(<http://www.toronto.ca/legdocs/mmis/2013/pg/comm/communicationfile-37386.pdf>)

Communications (City Council)

(June 6, 2013) Submission from Stephen McGregor, National Director, Real Estate, CBS Outdoor Canada (CC.Supp.PG24.1.2)

(<http://www.toronto.ca/legdocs/mmis/2013/cc/comm/communicationfile-38916.pdf>)

(July 18, 2013) E-mail from Stephen McGregor, National Director, Real Estate, CBS Outdoor Canada (CC.New.PG24.1.3)

(<http://www.toronto.ca/legdocs/mmis/2013/cc/comm/communicationfile-39168.pdf>)

Speakers

Roy Dzeko, CBS Outdoor Canada

Michele Erskine, CBS Outdoor Canada

Stephen McGregor, CBS Outdoor Canada