



Report Item

Considered by City Council on

July 16, 2013

July 17, 2013

July 18, 2013

July 19, 2013

Planning and Growth Management Committee

PG24.3		Referred		Ward:6
--------	--	----------	--	--------

Supplemental Report - Amendments to Chapter 694, Signs, General, of the City of Toronto Municipal Code with Respect to a Portion of 0 Oakville Sub (S/S of F. G. Gardiner Expressway; E/O Park Lawn Road)

City Council Decision

City Council on July 16, 17, 18 and 19, 2013, referred Item PG24.3 back to the Planning and Growth Management Committee for further consideration.

Committee Recommendations

The Planning and Growth Management Committee forwards the item to Council without recommendation, as the motion to adopt the item as amended lost.

Origin

(May 2, 2013) Report from the Chief Building Official and Executive Director, Toronto Building

Summary

At its meeting of November 8, 2012, the Planning and Growth Management Committee requested that the Chief Building Official and Executive Director, Toronto Building, report back to the Planning and Growth Management Committee on the illumination, the angle, and the height of the sign located 8.0 metres south of the F.G. Gardiner Expressway's right-of-way, east of Park Lawn Road at Oakville Sub on CN Railway lands, as shown on Figure 1.

Currently the sign displays electronic images and operates 24 hours a day with no restrictions on brightness and light cast onto adjacent properties. This report recommends approval of a revised proposal by Astral Media (the "Applicant") for a site-specific amendment that would allow the existing sign to remain at its current height and continue to operate 24 hours a day with a reduction in the brightness of the sign and light cast onto adjacent properties.

The Applicant's revised proposal would also reduce the brightness of seven other electronic signs operated by Astral Media, approved prior to the effective date of the new Sign By-law.

Background Information (Committee)

(May 2, 2013) Report from the Chief Building Official and Executive Director, Toronto

Building on Supplemental Report - Amendments to Chapter 694 of the City of Toronto
Municipal Code with Respect to a Portion of 0 Oakville Sub (S/S of F. G. Gardiner
Expressway; E/O Park Lawn Road)

(<http://www.toronto.ca/legdocs/mmis/2013/pg/bgrd/backgroundfile-58180.pdf>)

Attachment 1 - Supplementary Application Material Submitted by Astral Media

(<http://www.toronto.ca/legdocs/mmis/2013/pg/bgrd/backgroundfile-58181.pdf>)

Attachment 2 - Draft By-law - To Permit One Ground Sign Displaying Electronic Static Copy
Located at 0 Oakville Sub

(<http://www.toronto.ca/legdocs/mmis/2013/pg/bgrd/backgroundfile-58182.pdf>)

Speakers

Ron Hutchinson, Senior Vice President, Real Estate Ontario, Astral Media