



**STAFF REPORT  
ACTION REQUIRED**

**Four Area-Specific Amendments to Chapter 694  
Concerning Third Party Ground Signs Located on Rail  
Lands Immediately Adjacent to Highways 401 and 427**

<b>Date:</b>	June 3, 2014
<b>To:</b>	Planning and Growth Management Committee
<b>From:</b>	Chief Building Official & Executive Director, Toronto Building
<b>Wards:</b>	Ward 2, Ward 12 and Ward 40
<b>Reference Number:</b>	PG14006

**SUMMARY**

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This report responds to a direction from the Planning and Growth Management Committee asking staff to report to their June 19, 2014 meeting on four area-specific amendments to Municipal Code Chapter 694, Signs, General, ("Chapter 694") on behalf of Allvision Canada (the "Applicant") and Metrolinx, concerning specific portions of railway corridors owned and managed by Metrolinx.

The Applicant seeks to amend Chapter 694 to permit four ground signs displaying electronic static third party copy. Each sign is proposed have a height of 19.8 metres. Three of the signs are proposed to have two sign faces with a sign face area of approximately 130 square metres each, and one sign is proposed to have two sign faces with a sign face area of approximately 76.5 square metres on each side. Each of the proposed third party signs is to be located immediately adjacent to either Highway 401 or Highway 427. The applicant also proposes to remove 38 existing signs and introduce new area-specific restrictions to Metrolinx rail corridors that would prevent new third party signs from being constructed at the locations of the signs being removed.

This report recommends refusal of the request as each of the four proposed third party ground signs are approximately four to six times larger than and twice as tall as permitted in Chapter 694 and are not permitted, by way of area specific restrictions in Chapter 694, as well as the requirements of the *Public Transportation and Highway Improvement Act* and the Ministry of Transportation's (MTO) 'Corridor Signing Policy'.

## RECOMMENDATIONS

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

1. City Council refuse the application seeking to amend Schedule B, Signage Master Plans and Area Specific Amendments, Chapter 694, Signs, General, of the City of Toronto Municipal Code, to permit in a specific portion of a railway corridor defined as Weston Subdivision, on the south side of Highway 401, north of the railway tracks, 7.13 metres from the travelled portion of the highway, approximately 340 metres west of Islington Avenue and approximately 200 metres east of the interchange of Highway 401 and Highway 409, an illuminated third party ground sign at a height of 19.81 metres and containing two sign faces, each displaying electronic static copy, each with a horizontal dimension of 18.30 metres and a vertical dimension of 6.10 metres;
2. City Council refuse the application seeking to amend Schedule B, Signage Master Plans and Area Specific Amendments, Chapter 694, Signs, General, of the City of Toronto Municipal Code, to permit in a specific portion of a railway corridor defined as Weston Subdivision, on the east side of Highway 427, north of the railway tracks, 10.50 metres from the property line, approximately 1500 metres south of Rexdale Boulevard and approximately 900 metres south of the interchange of Highway 427 and Highway 409, an illuminated third party ground sign at a height of 19.81 metres and containing two sign faces, each displaying electronic static copy, each with a horizontal dimension of 14.63 metres and a vertical dimension of 4.27 metres;
3. City Council refuse the application seeking to amend Schedule B, Signage Master Plans and Area Specific Amendments, Chapter 694, Signs, General, of the City of Toronto Municipal Code, to permit in a specific portion of a railway corridor defined as Newmarket Subdivision, on the south side of Highway 401, west of the railway tracks, 10.00 metres from the travelled portion of the highway, approximately 720 metres east of Keele Street and approximately 1200 metres west of Dufferin Street, an illuminated third party ground sign at a height of 19.81 metres and containing two sign faces, each displaying electronic static copy, each with a horizontal dimension of 18.30 metres and a vertical dimension of 6.10 metres; and
4. City Council refuse the application seeking to amend Schedule B, Signage Master Plans and Area Specific Amendments, Chapter 694, Signs, General, of the City of Toronto Municipal Code, to permit in a specific portion of a railway corridor commonly known as the "Uxbridge Subdivision", on the south side of Highway 401, west of the railway tracks, 10.00 metres from the travelled portion of the highway, approximately 400 metres east of Kennedy Road and approximately 400 metres west of Midland Avenue, an illuminated third party ground sign at a height of 19.81 metres and containing two sign faces, each displaying electronic static

copy, each with a horizontal dimension of 18.30 metres and a vertical dimension of 6.10 metres.

## **FINANCIAL IMPACT**

The recommendations in this report have no financial impact.

## **DECISION HISTORY**

Amendments to Chapter 694 of the City of Toronto Municipal Code Respecting a Comprehensive Consolidation and Upgrade Program for Third Party Ground Signs Located on Certain Rail Lands within the City of Toronto  
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.PG8.1>)

Additional Consultation - Amendments to Chapter 694 of the Toronto Municipal Code Respecting Third Party Ground Signs on Certain Rail Lands  
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.PG12.5>)

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>)

Amendments to Chapter 694 of the Municipal Code, Signs, General  
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.PG25.13>)

Electronic and Illuminated Sign Study  
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.PG26.3>)

Electronic and Illuminated Sign Study and Recommendations for Amendments to Chapter 694 of the Municipal Code  
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.PG29.4>)

Electronic and Illuminated Sign Study and Recommendations for Amendments to Chapter 694 of the Municipal Code  
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.PG32.2>)

Application by Allvision for Five Variances with Respect to a Sign Proposal for One Third Party Ground Sign - 0 Oakville Sub (South Side of Highway 401, 400 Metres West of Islington Avenue)  
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.SB27.4>)

Application by Allvision for Five Variances with Respect to a Sign Proposal for One Third Party Ground Sign - 0 Oakville Sub (East Side of Highway 427, North of Dixon Road)

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.SB27.5>)

REVISED Report - Application by Allvision for Five Variances with Respect to a Sign Proposal for One Third Party Ground Sign - 0 North York (South Side of Highway 401, 750 Metres East of Keele Street)

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.SB27.6>)

Application by Allvision for Five Variances with Respect to a Sign Proposal for One Third Party Ground Sign - 0 Scarborough Rows (South Side of Highway 401 East of Kennedy Road)

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.SB27.7>)

Amendments to Chapter 694 with Respect to Four Ground Signs Displaying Electronic Static Sign Copy on Three Metrolinx Rail Corridors - 0 North York Sub, 0 Oakville Sub and 0 Scarborough Rows

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.PG33.21>)

## **ISSUE BACKGROUND**

At its meeting of July 11, 12 and 13, 2012, City Council approved an application by Metrolinx for five area-specific amendments to Chapter 694 for five ground signs displaying third party electronic static sign copy. The application proposed the removal of 20 third party ground signs displaying static copy, five of which would be replaced by the proposed third party ground signs displaying electronic static copy.

The five replacement signs were proposed to be located in rail corridors throughout the city, had sign face areas ranging from between 32.5 square metres to 63.4 square metres, and, heights of either 10 or 20 metres above grade. The remaining 15 signs were removed and area-specific restrictions preventing the construction of future third party signs were established in those areas.

In conjunction with the approvals granted for these signs, City Council also authorized the Chief Building Official to undertake a study of the impact of third party signs containing electronic static copy and to report back within two years. The Chief Building Official completed the Electronic and Illuminated Sign Study and reported to the Planning and Growth Management Committee in April, 2014.

At its April 10, 2014 meeting, the Planning and Growth Management Committee requested the Chief Building Official to report back in 2015 with amendments to Chapter 694 that would not permit third party signs displaying electronic sign copy in E-Employment, C-Commercial or U-Utility Sign Districts. The Committee also requested that the Chief Building Official convene an industry workshop to collect feedback and review any recommendations for amendments to Chapter 694 prior to reporting back.

At the March 25, 2014 meeting of the Sign Variance Committee, the Applicant made Sign Variance applications for four ground signs displaying third party electronic static sign copy located in rail corridors adjacent to Highways 410 and 427. The four signs in the Applicant's proposals were identical to the current proposal with respect to the size, height and location.

Staff recommended refusal of the applications since, due to the size, height and proximity of the proposed signs to Highways 401 and 427, the proposed signs did not appear to meet the nine established criteria for a sign variance to be granted. The Sign Variance Committee adopted the staff recommendations and refused to grant the variances requested for the four applications.

At its May 29, 2014 meeting of the Planning and Growth Management Committee, staff were directed to report back to the June 19th, 2014 Committee meeting with respect to Amendments to Chapter 694 with respect to four ground signs displaying electronic static sign copy on three Metrolinx Rail Corridors municipally known as 0 North York Sub, 0 Oakville Sub and 0 Scarborough Rows, and asked to provide notification of the applications to all parties within 120 metres of the premises where the signs are proposed to be located.

## COMMENTS

The Applicant has made four separate applications for area-specific amendments to permit the display of four ground signs displaying third party electronic static sign copy at the following locations:

- **Application #1** – Sign proposed in Ward 2, on the south side of Highway 401
- **Application #2** – Sign proposed in Ward 2, on the east side of Highway 427
- **Application #3** – Sign proposed in Ward 12, on the south side of Highway 401
- **Application #4** – Sign proposed in Ward 40, on the south side of Highway 401.

These four applications also contemplate the removal of 38 existing third party ground signs displaying static copy, located within railway corridors owned by Metrolinx. In conjunction with these removals, the Applicant also proposes that new area-specific restrictions be introduced in order to prevent the construction of new third party signs at the locations of the third party ground signs that they have proposed to remove. An amendment to Chapter 694 is required to implement the proposed prohibitions.

In addition, the Applicant proposes to provide opportunities for community and emergency messaging as well as promotion of the 2015 Pan Am / Parapan Am Games. The proposal seeks to provide approximately ten percent of the daily available advertising space to both Metrolinx and the City of Toronto, including time dedicated to the upcoming Pan Am, Parapan Games.

## **The Proposed Signs and Surrounding Areas**

The height of the signs proposed in each of the four applications is 19.89 metres; this is almost twice the ten-metre maximum height permitted for third party ground signs in Chapter 694 in U-Utility Sign Districts. The surrounding buildings are mostly one or two-storey industrial buildings, with heights ranging from approximately five to ten metres.

The height of the proposed signs are between two and four times the height of other buildings and structures in the immediate area. As a result, these signs will not be well integrated into their surroundings and will generally dominate the development pattern in their respective areas.

As well, in the case of three of the four applications, the proposed signs are in areas of the city that have few, if any, third party ground signs, and have no signs displaying electronic static sign copy. Introducing the proposed ground signs, particularly with the display of electronic static sign copy, is likely to considerably impact the character of the area where the sign is proposed to be located.

In addition, Chapter 694 requires that third party signs be located a minimum of 400 metres from all 400-series highways. Under the *Public Transportation and Highway Improvement Act*, these signs would also require approval from MTO under their 'Corridor Signing Policy' prior to the issuance of a sign or building permit. To date, no approval for any of the four proposed signs has been provided by the MTO and it does not appear that the proposed signs would be permitted on either Highway 401 and 427 as they are both 'Class 1 Highways' under the MTO 'Corridor Signing Policy'. (See Pg. 4 and Pg. 54 of Appendix 2 to this report).

## **The Removal of Signs and Proposed Area Specific Restrictions**

As mentioned above, the Applicant has also proposed the removal of 38 third party ground signs displaying static copy as part of their application, as well as new area-specific restrictions that would prevent any new third party signs from being constructed in areas where removals are proposed.

In each of the four applications, many of the signs proposed to be removed have little relationship to the locations where the new signs are proposed and, in some cases, are in completely different parts of the city. The proposed sign removals would do little if anything to reduce sign clutter in the areas immediately surrounding the locations of the proposed signs or the potential impact of signage on the highways where the new signs are to be located as the rail corridors are not aligned.

Also, most of the signs that are proposed to be removed are more consistent with the requirements in Chapter 694 for third party ground signs in U-Utility Sign Districts (the Sign District designation of rail corridors in the city) than the proposed signs.

Utility Sign Districts permit third party ground signs displaying static copy provided: they are located within 30 metres of a street; have a maximum sign face area of 20 square metres; a maximum height of 10 metres; are at least 100 metres from any other third party signs; and, are at least 30 metres from R-Residential, RA-Residential Apartment or OS-Open Space Sign Districts.

Although the signs that are proposed to be removed may not meet all of the requirements for separation distances from other third party signs or from sensitive land uses, none of the signs proposed for removal are the subject of complaints. In most circumstances, they would comply with the requirements in Chapter 694 for sign copy type, size and height for third party ground signs in U-Utility Sign Districts.

### Application #1 – Sign Proposed in Ward 2 on the south side of Highway 401

The Proposed Sign:

Figure 1: Key Map - Proposed location of Sign #1

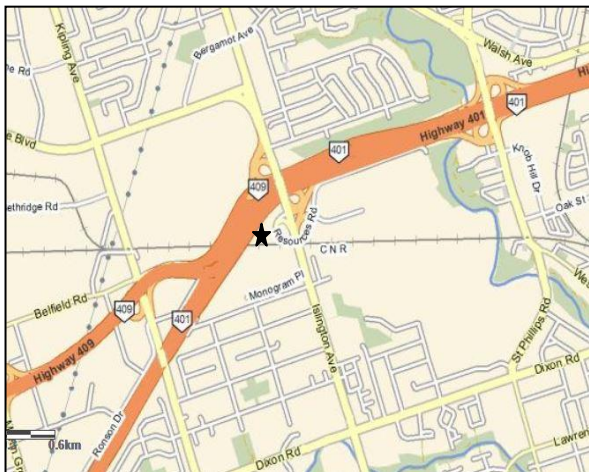
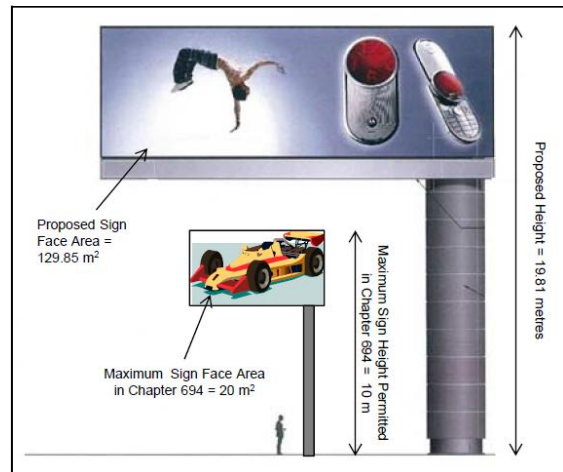


Figure 2: Sign #1 in comparison to a Third Party Ground Sign permitted by Chapter 694



Sign #1 is proposed to be located north of the railway tracks and within the railway corridor defined as the Weston Subdivision, approximately 340 metres west of Islington Avenue and approximately 200 metres east of the interchange of Highways 401 and 409.

There are residential developments approximately 285 metres to the southwest of the proposed sign. The recently completed Illuminated and Electronic Sign Study determined that electronic signs with a height of 10 metres and a sign face area of 20 square metres should not face any properties within 250 metres of the sign. With the proposed sign being almost twice as tall and having sign face area more than six times larger than contemplated by the Illuminated and Electronic Sign Study, it is likely that a separation distance of 285 metres will not be sufficient to mitigate the impacts of the proposed sign on these residential uses.

## Sign Removals Proposed as Part of Application #1:

Table 1 below contains a list of the locations where existing third party signs are proposed to be removed. The Applicant also proposes that these locations have area-specific restrictions on the construction of any new third party signs.

As can be seen from the locations listed in Table 1 below, the proposed removals are in areas of the city that have no relationship to the location of the proposed sign.

The proposed removals will eliminate approximately 260 square metres of advertising space (sign face area) throughout the city (14 static sign faces with an area of 18.6 m<sup>2</sup> each), whereas the proposed sign in Application #1 has a sign face area of approximately 260 square metres of electronic static sign copy. This will not result in a reduction of advertising space in the city.

**Table 1 – Signs Proposed to be removed In Conjunction with the Approval of Application #1**

	Location of Ground Sign to be Removed	Ward	# of Sign Faces
1	Greenwood Ave. N/O Walpole Ave. ES FS (Kingston Sub, Mile 330.28)	30	1
2	Queen St. W/O McGee St. SS FE (Kingston Sub, Mile 331.68)	30	1
3	Dundas St. W/O Tiverton Ave. SS FW (Kingston Sub, Mile 331.39)	30	1
4	Dundas St W/O Logan Ave. NS FE (Kingston Sub, Mile 331.39)	30	1
5	Eastern Ave. Broadview Ave. SS FW (Kingston Sub, Mile 331.89)	30	1
6	Eastern Ave. W/O Dibble St. NS FE (Kingston Sub, Mile 331.89)	30	1
7	Gerrard St E/O Carlaw Ave. NS FE (Kingston Sub, Mile 331.09)	30	1
8	Greenwood Ave N/O Ivy Ave. WS FS FN (Kingston Sub, Mile 330.28)	30	2
9	Victoria Park Ave. 2 <sup>nd</sup> N/O Gerrard St. ES FS (Kingston Sub, Mile 327.93)	36	1
10	Victoria Park Ave. 2 <sup>nd</sup> N/O Gerrard St. ES FS (Kingston Sub, Mile 327.93)	36	1
11	Lawrence Ave E/O Weston Rd. SS FW (Weston Sub, Mile 8.44)	11	1
12	Sheppard Ave. W. E/O Keele St. NS FW FE (Newmarket Sub, Mile 10.9)	9	2

## Application #2 – Sign Proposed in Ward 2, on the east side of Highway 427

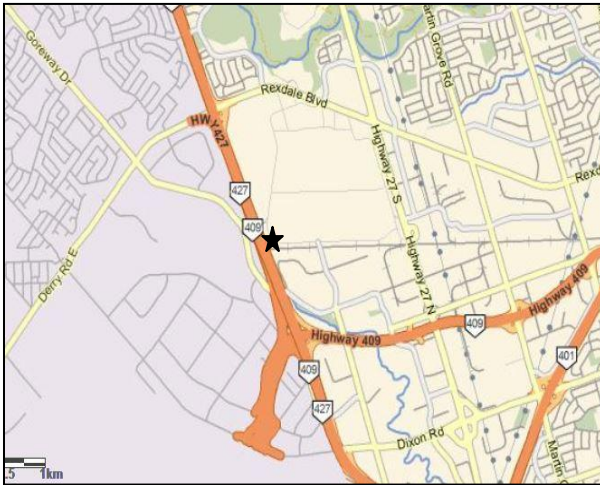
The Proposed Sign:

Sign #2 is proposed to be located north of the railway tracks and within the railway corridor defined as the Weston Subdivision, approximately 1500 metres south of Rexdale Boulevard and approximately 900 metres north of the interchange of Highway 427 and Highway 409.

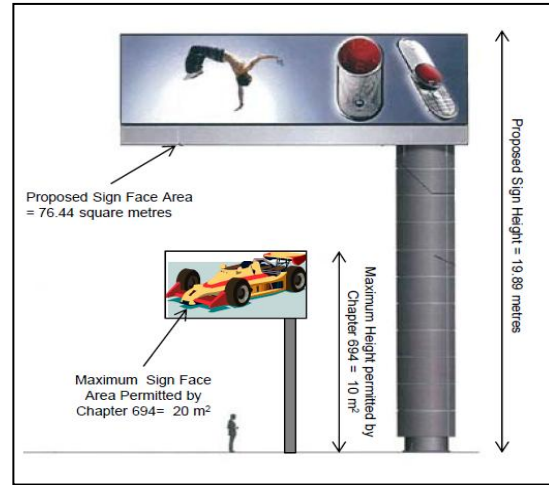


Approximately 500 metres to the south of the proposed sign, there is an open space area containing the North Mimico Valley Park. Similar to Sign #1, with the proposed sign being almost twice as tall and having a sign face area almost four times as large as that contemplated in the Illuminated and Electronic Sign Study, it is likely that the distance between the proposed sign and the parkland will not be sufficient to fully mitigate the impact of the proposed sign on the park.

**Figure 3: Key Map Proposed location of Sign #2**



**Figure 4: Sign #2 in comparison to a Third Party Ground Sign permitted by Chapter 694**



**Sign Removals Proposed as Part of Application #2:**

Table 2 below contains a list of the locations where existing third party signs are proposed to be removed. The Applicant also proposes that these locations have area-specific restrictions on the construction of any new third party signs.

**Table 2 – Signs Proposed to be removed In Conjunction with the Approval of Sign #2**

	Location of Ground Sign to be Removed	Ward	# of Sign Faces
1	Martin Grove Rd. S/O Bethridge Rd. ES FN FS (Weston Sub, Mile 11.73)	2	2
2	Martin Grove RD. S/O Bethridge Rd WS FS (Weston Sub, Mile 11.73)	2	1
3	Royal York Rd. N/O Cavell Ave. WS FS (Oakville Sub, Mile 6.74)	6	1
4	Royal York Rd. S/O Judson St. WS FN (Oakville Sub, Mile 6.74)	6	1
5	Royal York Rd. N/O Cavell Ave. ES FS (Oakville Sub, Mile 6.74)	6	1
6	King St. W. 60m E/O Atlantic Ave SS FE (Weston Sub, Mile 1.99)	19	1

Similar to Application #1, many of these sign locations are unrelated to the location of the proposed sign.

The total sign face area proposed to be removed is approximately 130 square metres (seven sign faces displaying static sign copy with an area of 18.6 m<sup>2</sup> each), which is less than the sign face area of almost 153 square metres on the proposed sign. This would result in the addition of approximately 23 square metres of advertising space (sign face area) to the city, which will be electronic static sign copy.

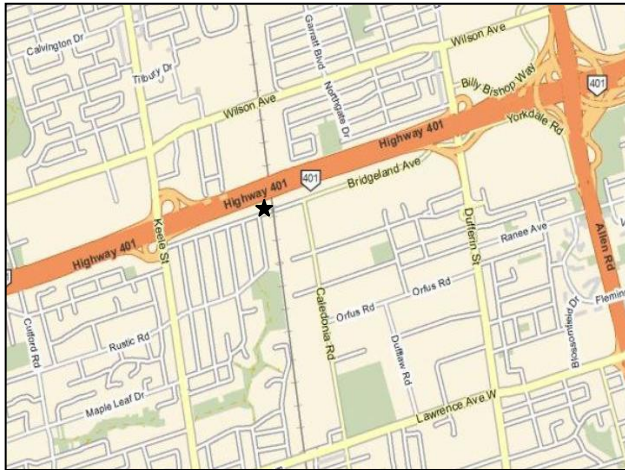
**Application #3 – Sign Proposed in Ward 12, on the south side of Highway 401**

The Proposed Sign:

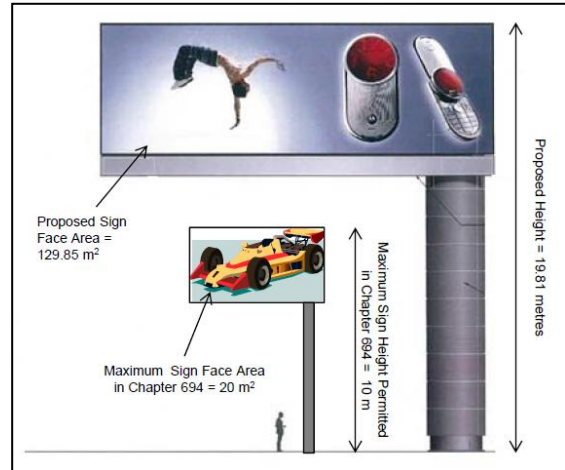
Sign #3 is proposed to be located to the west of the railway tracks and within the railway corridor defined as the Newmarket Subdivision, approximately 720 metres east of Keele Street and approximately 1200 metres west of Dufferin Street.

There are three other third party signs within 100 metres of the proposed ground sign, none of which are proposed to be removed as part of this application. The addition of a fourth sign will contribute to existing sign clutter in the immediate area.

**Figure 5: Key Map - Proposed location of Sign #3**



**Figure 6: Sign #3 in comparison to a Third Party Ground Sign permitted by Chapter 694**



There are residential developments 260 metres to the north-west and 175 metres to the north-east of the proposed sign. With the proposed sign being almost twice as tall and having a sign face area more than six times as large as that contemplated in the Illuminated and Electronic Sign Study, it is likely that the separation distances of 175 metres and 260 metres will not be sufficient to mitigate the impact of the proposed sign on these residential developments.

Sign Removals Proposed as Part of Application #3:

Table 3 below contains a list of the locations where existing third party signs are proposed to be removed. The applicant also proposes that these locations have area-specific restrictions on the construction of any new third party signs.

Similar to the other applications, many of these signs are unrelated to the location of the proposed sign. However, this application would result in a greater reduction of advertising space than any of the other applications.

In the case of Application #3, approximately 353 square metres of sign face area (19 sign faces with an area of 18.6 m<sup>2</sup> each), are proposed to be removed. The proposed replacement sign would have a sign face area of 259.7 square metres, which results in a reduction of approximately 93 square metres of advertising space (sign face area) in the city.

Despite some reduction in sign face area, the proposed removals will not lead to a reduction in sign clutter in the immediate area, as there are three other third party signs located within 100 metres of the proposed sign that would be removed as part of this proposal.

**Table 3 – Signs Proposed to be removed In Conjunction with the Approval of Sign #3**

	Location of Ground Sign to be Removed	Ward	# of Sign faces
1	Highway 401 750m E/O Keele St. SS FE FW (Newmarket Sub, Mile 8.74)	15	2
2	Wilson Ave. 125m W/O Murray Rd. NS FW FE (Newmarket Sub, Mile 9.12)	9	2
3	Lawrence Ave. 250m W/O Caledonia Rd. SS FE FW (Newmarket Sub, Mile 7.81)	15	2
4	Castlefield Ave. 130m W/O Caledonia Rd. NS FW FE (Newmarket Sub, Mile 7.0)	15	2
5	Rogers Rd. W/O Caledonia Rd. NS FE (Newmarket Sub, Mile 5.86)	17	1
6	St. Clair Ave. W/O Caledonia Rd. NS FE (Newmarket Sub, Mile 5.24)	17	1
7	Davenport Rd. W/O Caledonia Park Rd. NS FE (Newmarket Sub, Mile 4.87)	17	1
8	Davenport Rd. W/O Caledonia Park Rd. NS FE (Newmarket Sub, Mile 4.87)	17	1
9	Davenport Rd. W/O Caledonia Park Rd. SS FE FW (Newmarket Sub, Mile 4.87)	17	2
10	Bloor St. 50m W/O St-Helens Ave. SS FE (Newmarket Sub, Mile 3.9)	18	1
11	Finch Ave. 250m W/O Chesswood SS FW FE (Newmarket Sub, Mile 11.65)	8	2
12	Wilson Ave. 125m W/O Murray Rd. SS FE FW (Newmarket Sub, Mile 9.08)	9	2

## Application #4 – Sign Proposed in Ward 40, on the south side of Highway 401

The Proposed Sign:

Sign #4 is proposed to be located to the west of the railway tracks and within the railway corridor known as the Uxbridge Subdivision, approximately 400 metres east of Kennedy Road and approximately 400 metres west of Midland Avenue.

Figure 7 - Key Map - Proposed Location of Sign #4

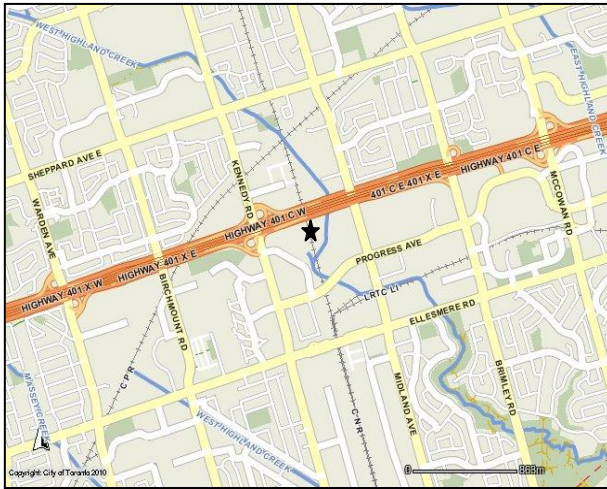
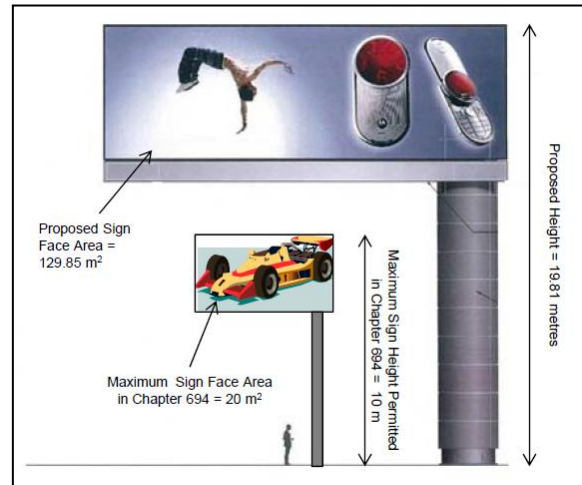


Figure 8: Sign #4 in comparison to a Third Party Ground Sign permitted by Chapter 694



This sign is located in the former Municipality of Scarborough where, unlike other parts of the City, the Zoning Bylaw(s) regulate the placement of third party signs. The property in question has not been incorporated into the new city-wide Zoning Bylaw and is still subject to the former Scarborough zoning requirements for third party signs.

Based on the Scarborough Zoning Bylaw No.24982 (Employment Districts), third party signs have been classified as a type of development that is not permitted in this area. In addition to relief from the requirements of Chapter 694, an amendment to the Scarborough Zoning Bylaw would be required to permit a third party ground sign to be located where Sign #4 has been proposed.

There are also residential developments 450 metres to the north-west of the proposed sign. With the proposed sign being almost twice as tall and having a sign face area more than six times as large as that contemplated in the Illuminated and Electronic Sign Study, it is likely that a separation distance of 450 metres will not be sufficient to mitigate the impact of the proposed sign on nearby residential uses.

#### Sign Removals Proposed as Part of Application #4:

Table 4 below contains a list of the locations where existing third party signs are proposed to be removed. The Applicant also proposes that these locations have area-specific restrictions on the construction of any new third party signs.

As with the other applications, many of these sign locations are unrelated to the location of the proposed sign.

The signs proposed to be removed in Application #4 would remove approximately 149 square metres of advertising space (14 sign faces with an area of 18.6 m<sup>2</sup> each), while the proposed sign has a sign face area of approximately 260 square metres, resulting in an increase of over 110 square metres of advertising space (sign face area) in the city which would be electronic static sign copy.

**Table 4 – Signs Proposed to be removed In Conjunction with the Approval of Sign #4**

	Location of Ground Sign to be Removed	Ward	# of Sign Faces
1	Sheppard Ave. W/O Leslie St. SS FW (Bala Sub, Mile 12.54)	24	1
2	Sheppard Ave. W/O Leslie St. NS FW (Bala Sub, Mile 12.54)	24	1
3	Leslie St. 300m S/O Highway 401 ES FN (Bala Sub, Mile 11.81)	34	1
4	Leslie St. 300m S/O Highway 401 ES FS (Bala Sub, Mile 11.8)	34	1
5	Warden Ave. 40m S/O Danforth Ave. ES FN (Bala Sub, Mile 327.15)	35	1
6	Birchmount Rd. S/O Raleigh Ave. ES FN (Kingston Sub, Mile 326.5)	35	1
7	Brimley Rd. 190m N/O Skagway Ave. WS FS (Kingston Sub, Mile 324.22)	36	1
8	Leslie St. S/O Highway 401 WS FN (Bala Sub, Mile 11.88)	25	1

## CONCLUSION

It is the recommendation of staff that the four applications for area-specific amendments to Chapter 694 be refused.

The signs proposed in the applications have sign face areas four to six times greater than what is permitted in Chapter 694, have heights of almost twice those permitted in Chapter 694, and propose electronic static sign copy that has not been supported in Chapter 694, except in two Special Sign Districts in the city.

In addition, in response to recommendations to permit electronic sign copy in accordance with specific criteria in other city locations, the Planning and Growth Management Committee referred the matter back to staff, recommending that this type of signage not be permitted.

It is the opinion of staff that the 38 sign removals and area-specific restrictions that have been proposed will result in the removal of a number of signs that meet many of the requirements for third party ground signs in U-Utility Sign Districts in Chapter 694.

## **CONTACT**

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## **SIGNATURE**

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Ann Borooah, MSc. Pl., MCIP, RPP  
Chief Building Official and Executive Director, Toronto Building

## **APPENDIX**

Attachment 1: Applicant's Submission Packages  
Attachment 2: Ministry of Transportation Ontario Corridor Signing Policy, 2010