



Site Specific Sign Bylaw Amendment Applications for Electronic Signs

Planning and Growth Management Committee
November 16, 2015

Background

- In May 2015, staff reported to the Planning and Growth Management Committee on five applications for electronic signs throughout the city
- Staff were directed to report back to PGM upon completion of the Electronic Sign Study
- The recommendations in the Electronic Sign Study were adopted by Council in June 2015
- Staff are now reporting back on four of the five applications
 - The application for 871 Islington Avenue was withdrawn by the applicant in the summer of 2015

Summary

- Four Applications for third party electronic signs
- Staff recommend approval of the application for 9 Hanna Avenue
- Staff recommend refusal of the applications at:
 - 33 Wickman Road
 - 750 Spadina Avenue (Spadina Ave and Bloor St. W)
 - 2787 Danforth Road (withdrawn by applicant on November 12, 2015)

Location of Applications:



9 Hanna Avenue

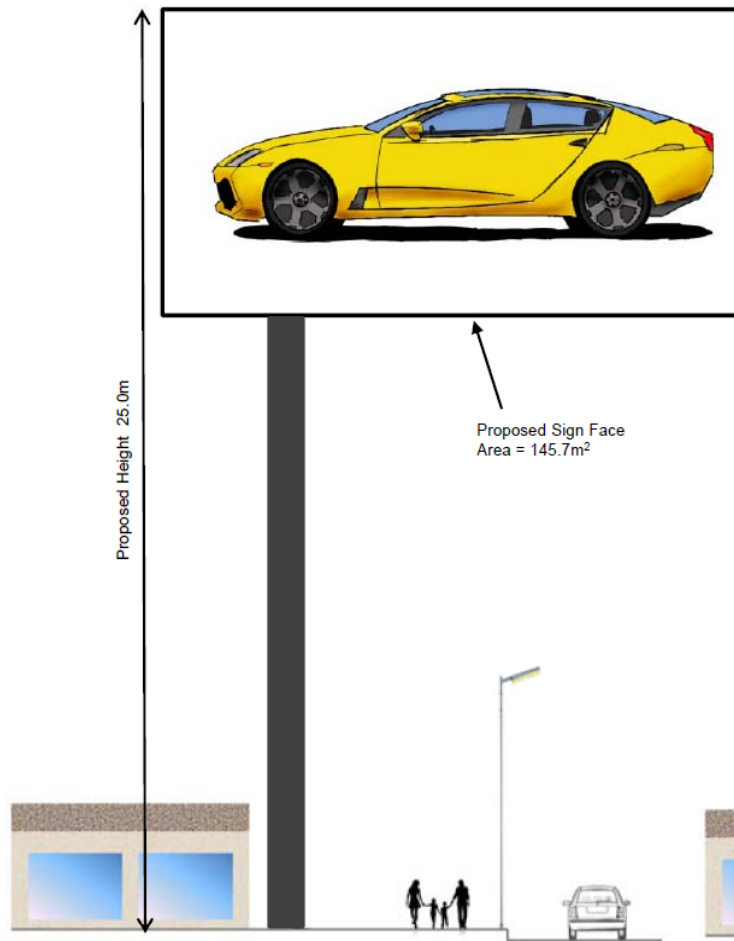
9 Hanna Avenue

Staff recommend approval for the following reasons:

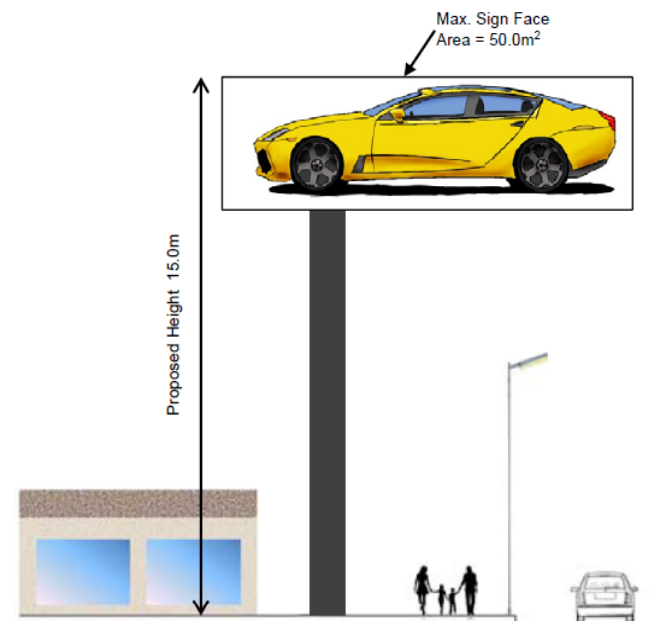
- It is in the Gardiner Gateway Special Sign District which specifically contemplates large electronic signs, re-confirmed in 2014 as part of an update to regulations for the area
- It replaces a sign that does not face residential
 - The sign it is replacing is of the same size and height, approximately 135m away from the closest residential building
- It also eliminates a double-sided sign which faces residential buildings, approximately 13m to the east and 177m to the west
- A community consultation meeting was held on this matter in early 2015 which found no opposition to the proposal and an interest in reducing the impacts that signs have on the area
- Staff do not recommend extending the time frame for the sign permit from 5 to 10 years.

9 Hanna Avenue

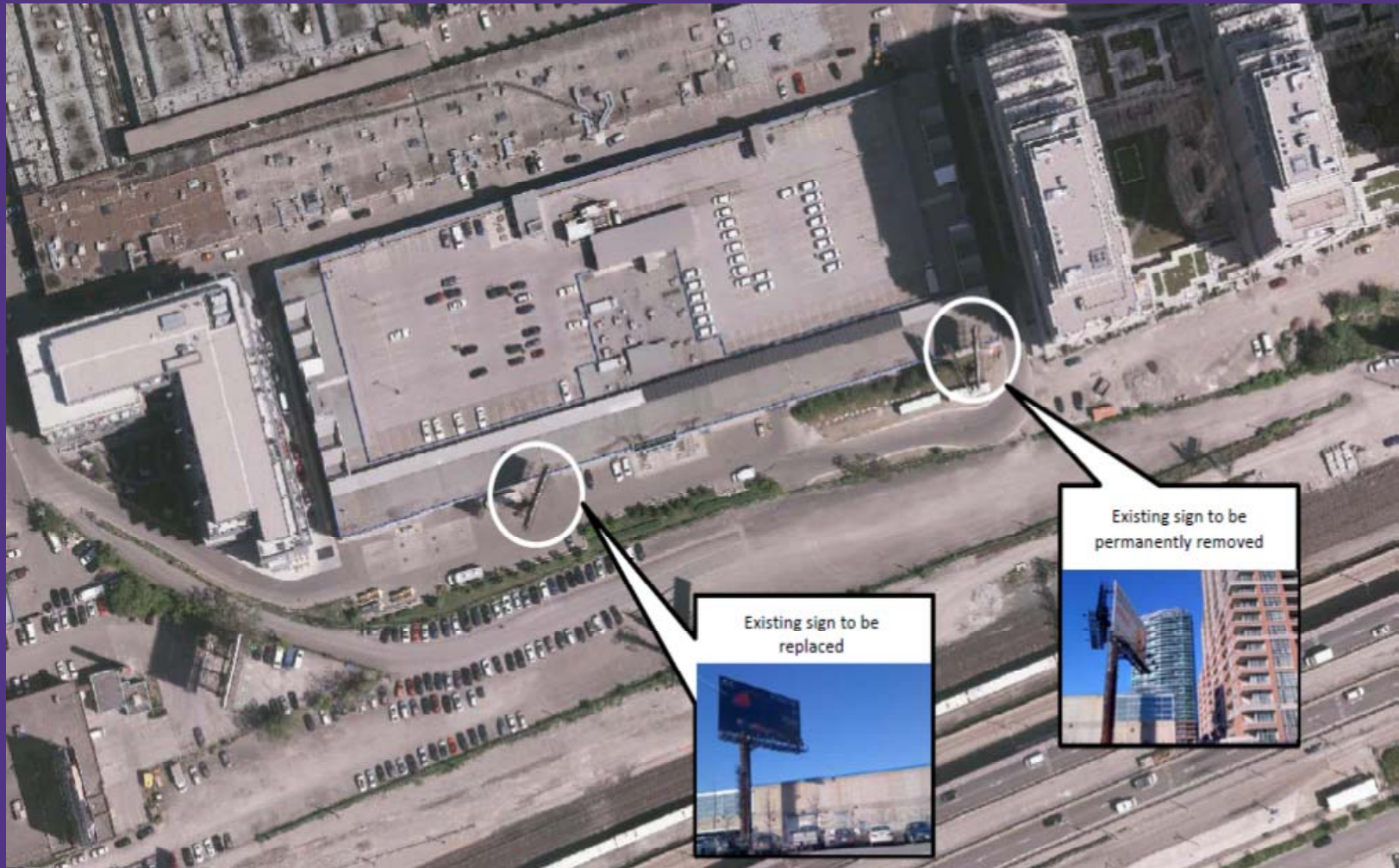
Proposed Third Party Electronic Ground Sign at 9 Hanna Avenue



Permitted Third Party Electronic Ground Signs in Gardiner Gateway Special Sign District



9 Hanna Avenue



9 Hanna Avenue



Sign to be removed

Sign to be replaced

2787 Eglinton Avenue East

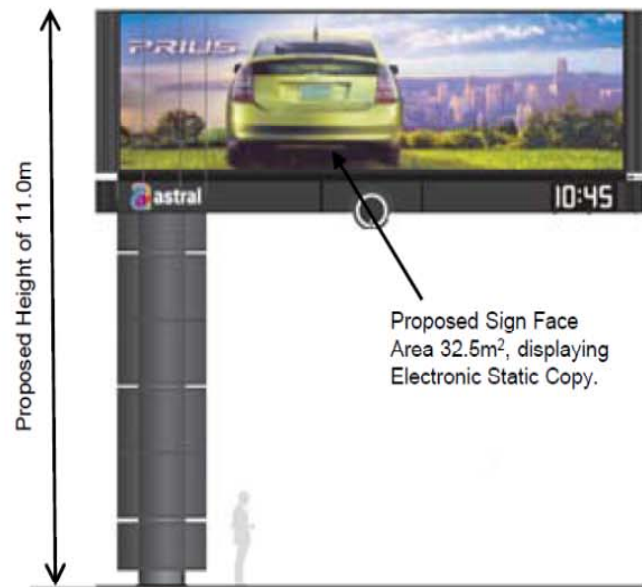
2787 Eglinton Avenue East

Staff recommend refusal for the following reasons:

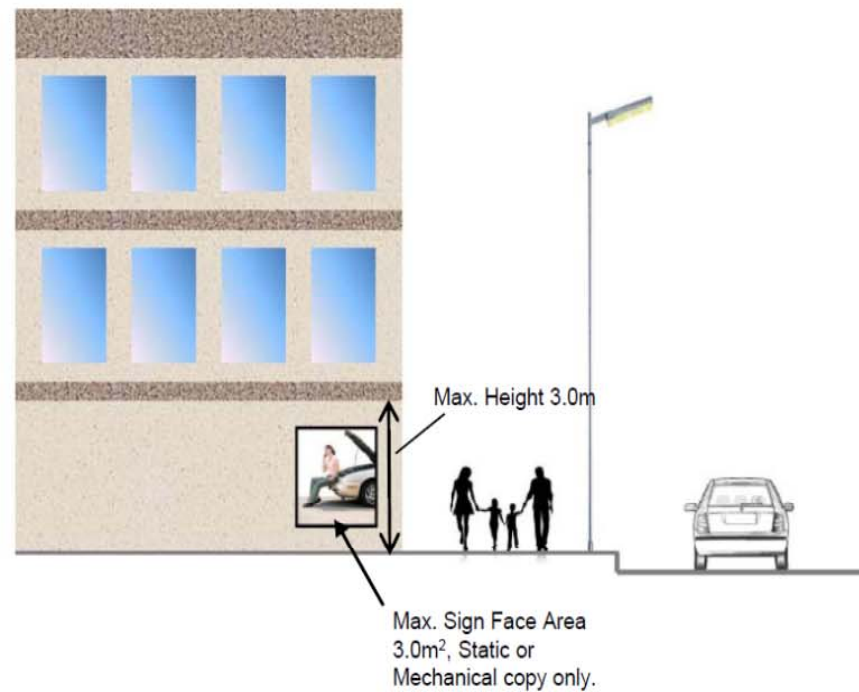
- Electronic ground signs are not permitted in Commercial Residential Sign Districts
- The sign is located at the intersection of two arterial roads
- The sign would be at a height and size that may impact nearby residential properties
- The sign is more than three times taller and ten times larger than third party signs permitted in Commercial Residential Sign Districts
- Two of the signs proposed to be removed as part of this application have already been removed as part of a previous council decision

2787 Eglinton Avenue East

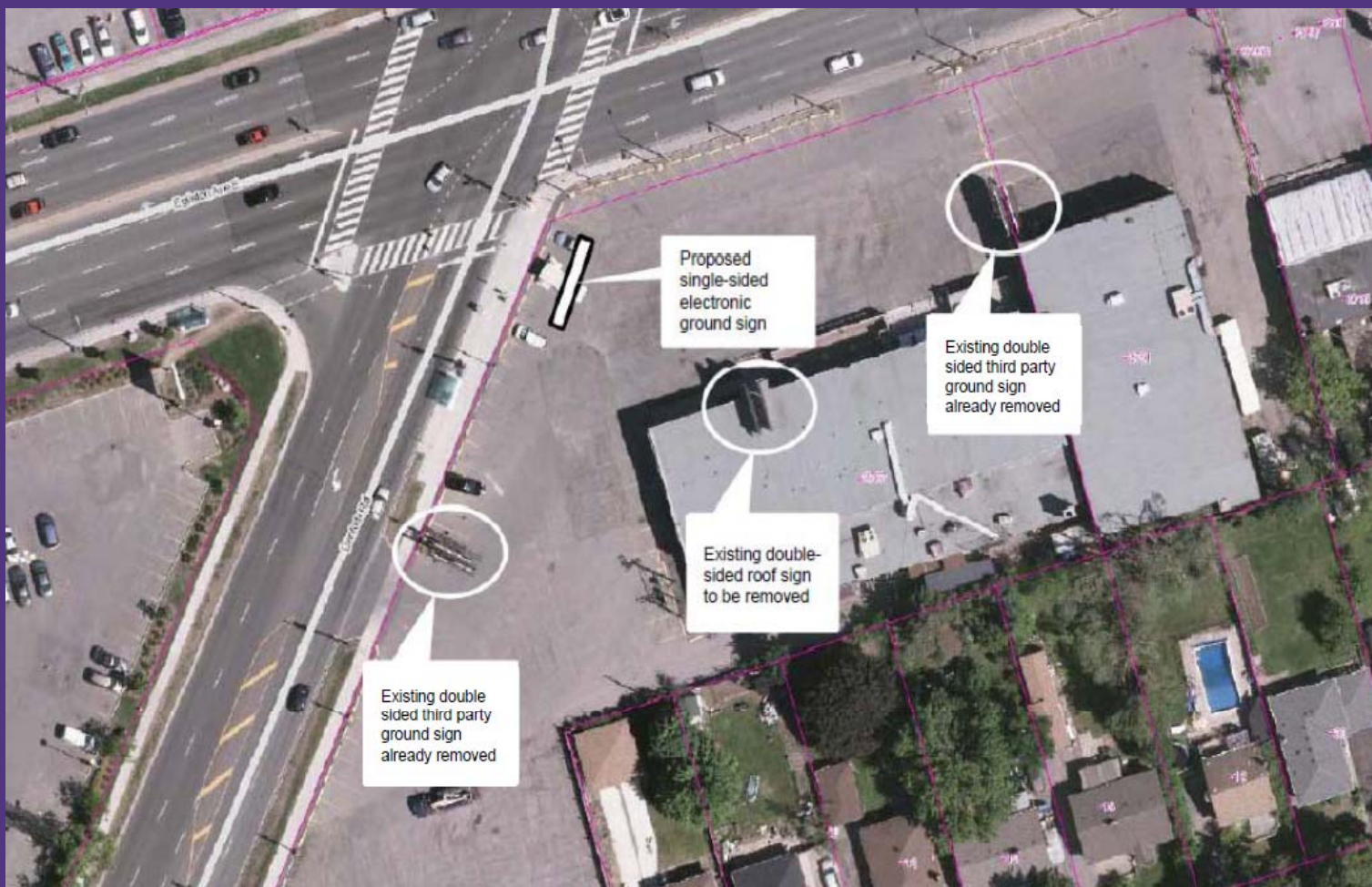
Proposed Third Party Electronic Ground Sign at 2787 Eglinton Avenue East



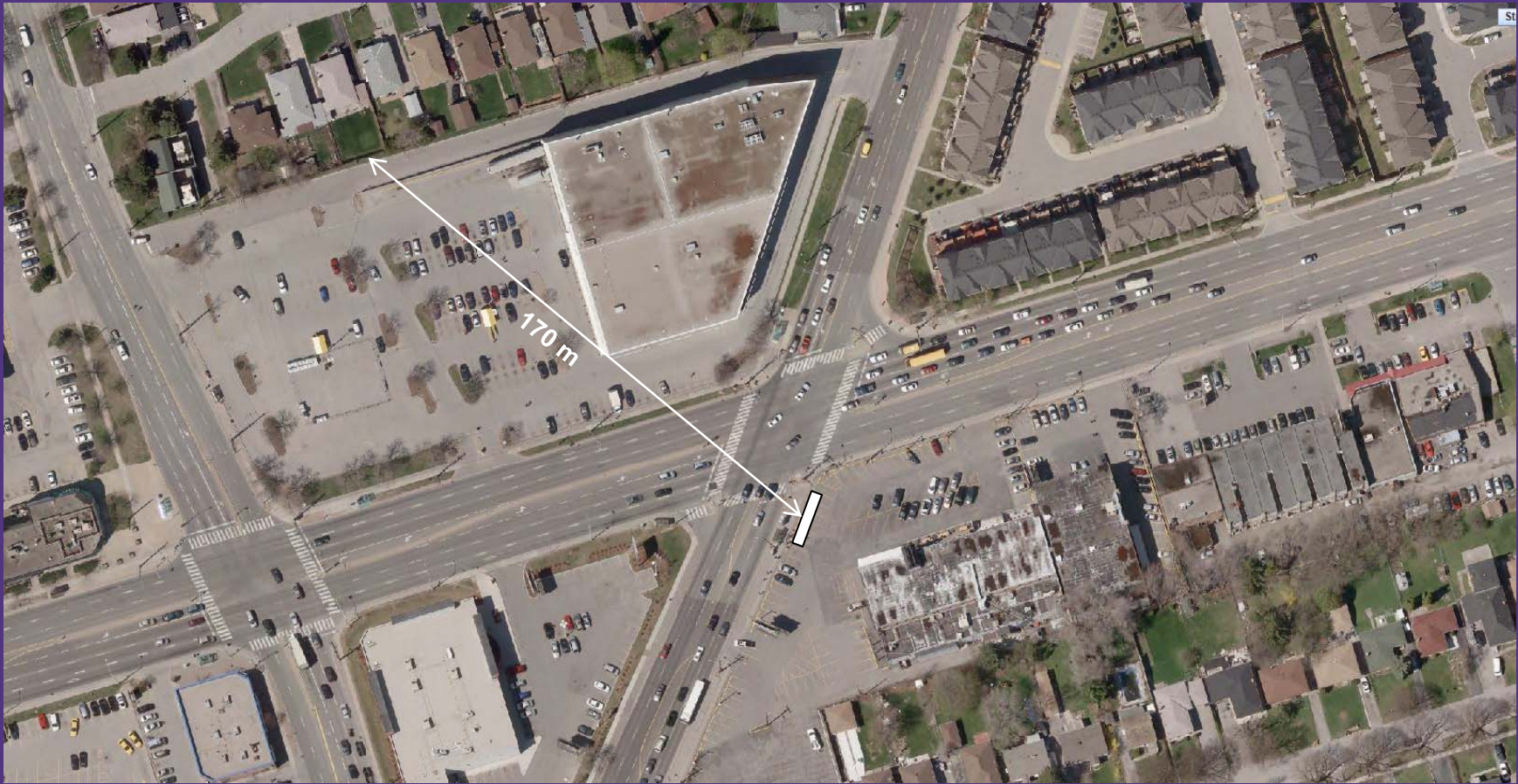
Permitted Third Party Signs in CR Sign Districts



2787 Eglinton Avenue East



2787 Eglinton Avenue East



2787 Eglinton Avenue East



2787 Eglinton Avenue East



750 Spadina Avenue

750 Spadina Avenue

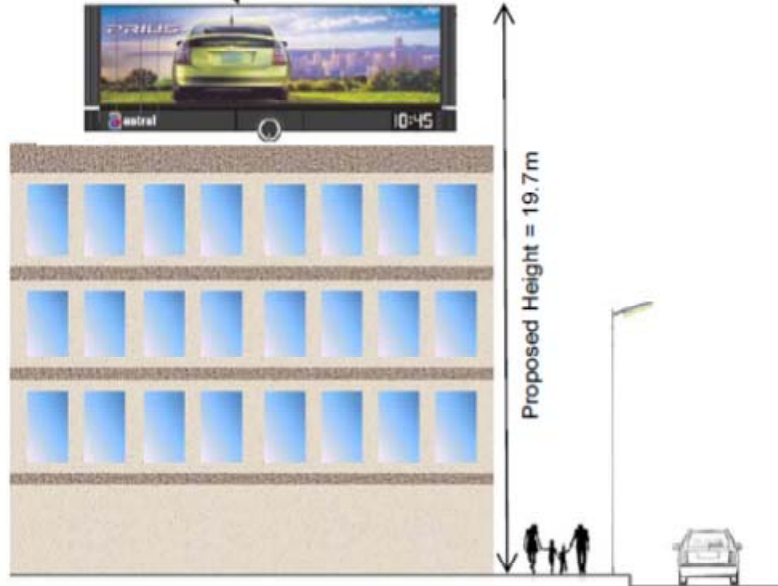
Staff recommend refusal for the following reasons:

- Roof signs are prohibited throughout the city
- Electronic signs are not permitted in Commercial Residential Sign Districts
- The sign is located at the intersection of two arterial roads
- The sign would be at a height and size that will impact nearby residential properties
- There are several other large third party signs at the intersection: one on the north west corner, one on the north east corner

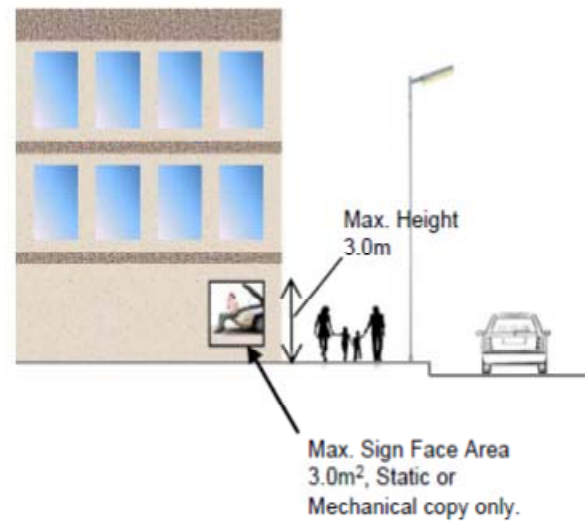
750 Spadina Avenue

Proposed Third Party Electronic Roof Sign at 750 Spadina Avenue

Proposed Sign Face
Area 32.5m², displaying
Electronic Static Copy



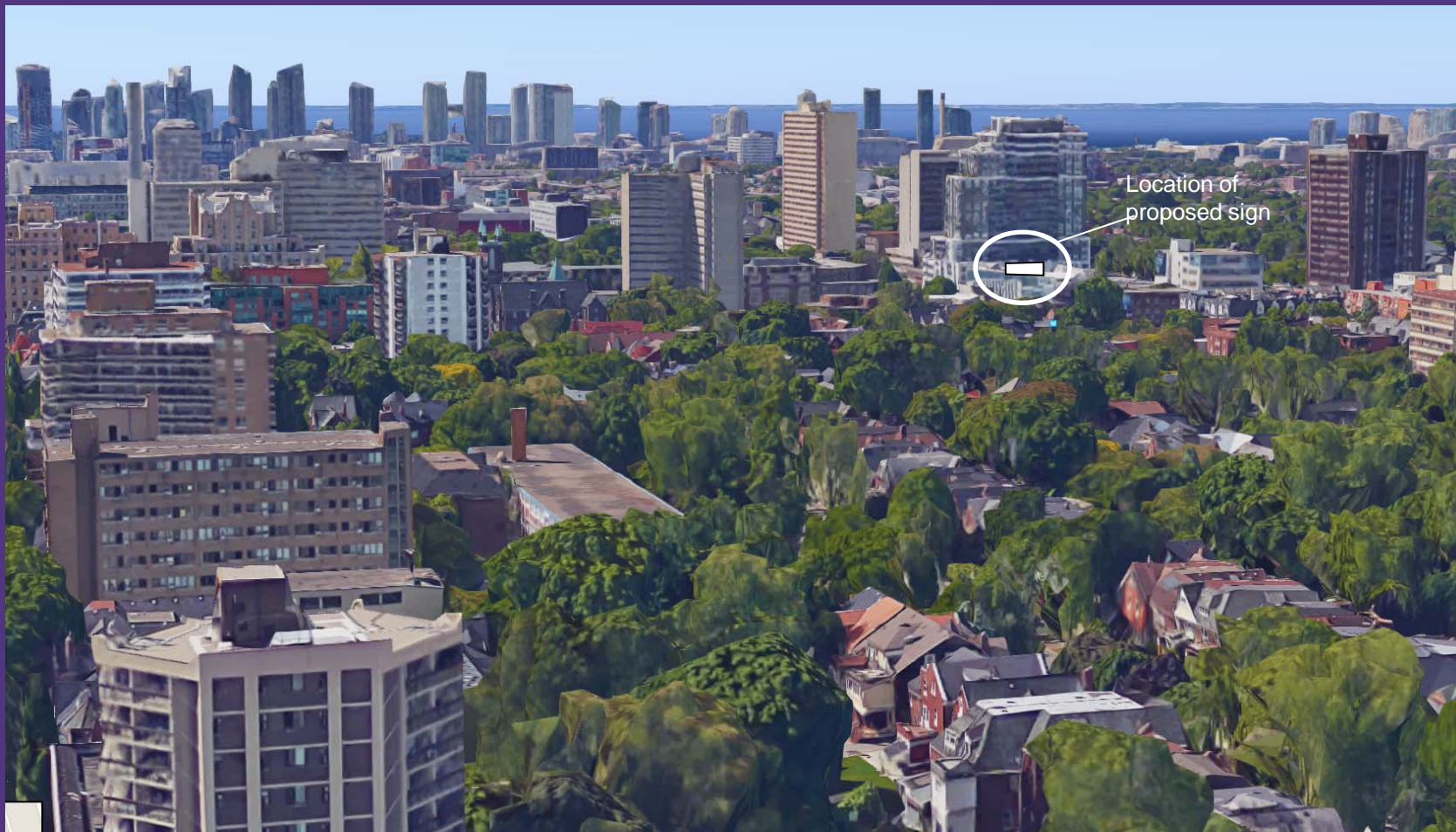
Permitted Third Party Signs in CR Sign Districts



750 Spadina Avenue



750 Spadina Avenue



33 Wickman Road

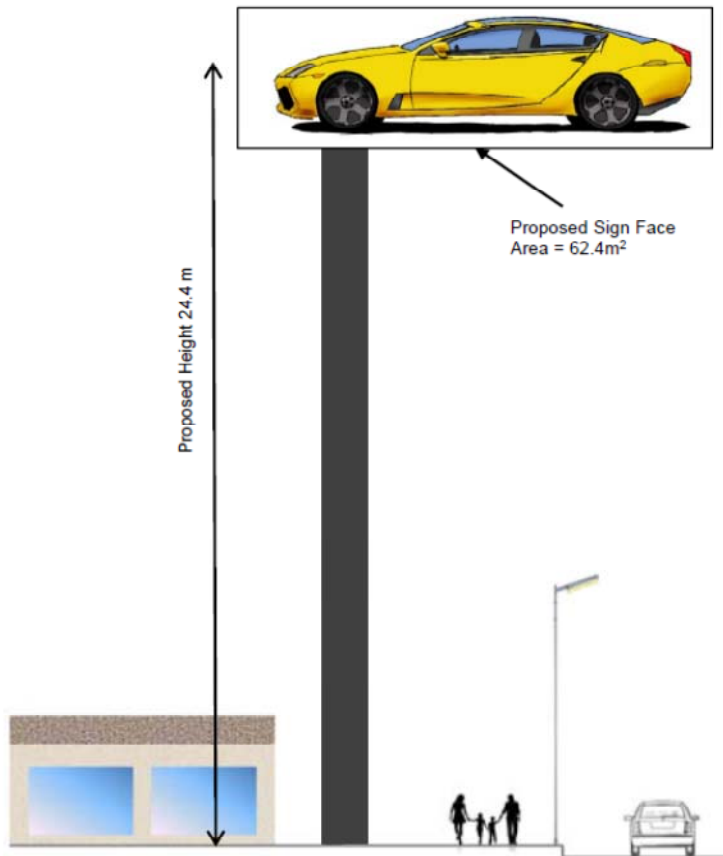
33 Wickman Road

Staff recommend refusal for the following reasons:

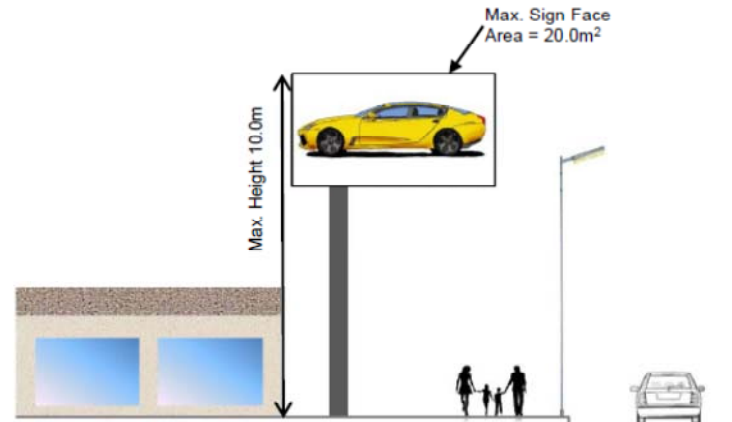
- The sign is proposed to be located 15 m from the Gardiner Expressway
- The sign is proposed to be more than 2x taller and 3x larger than what is permitted in Employment Sign Districts
- The sign would add to an area that already contains a large number of electronic third party ground signs
- The signs that are to be removed as part of this application are unrelated to the proposed sign and would not reduce any of the impacts associated with it
- The modified application which would have the sign comply with the five year permit time frame and operate 24 hours a day, do not change the staff recommendation on this application.

33 Wickman Road

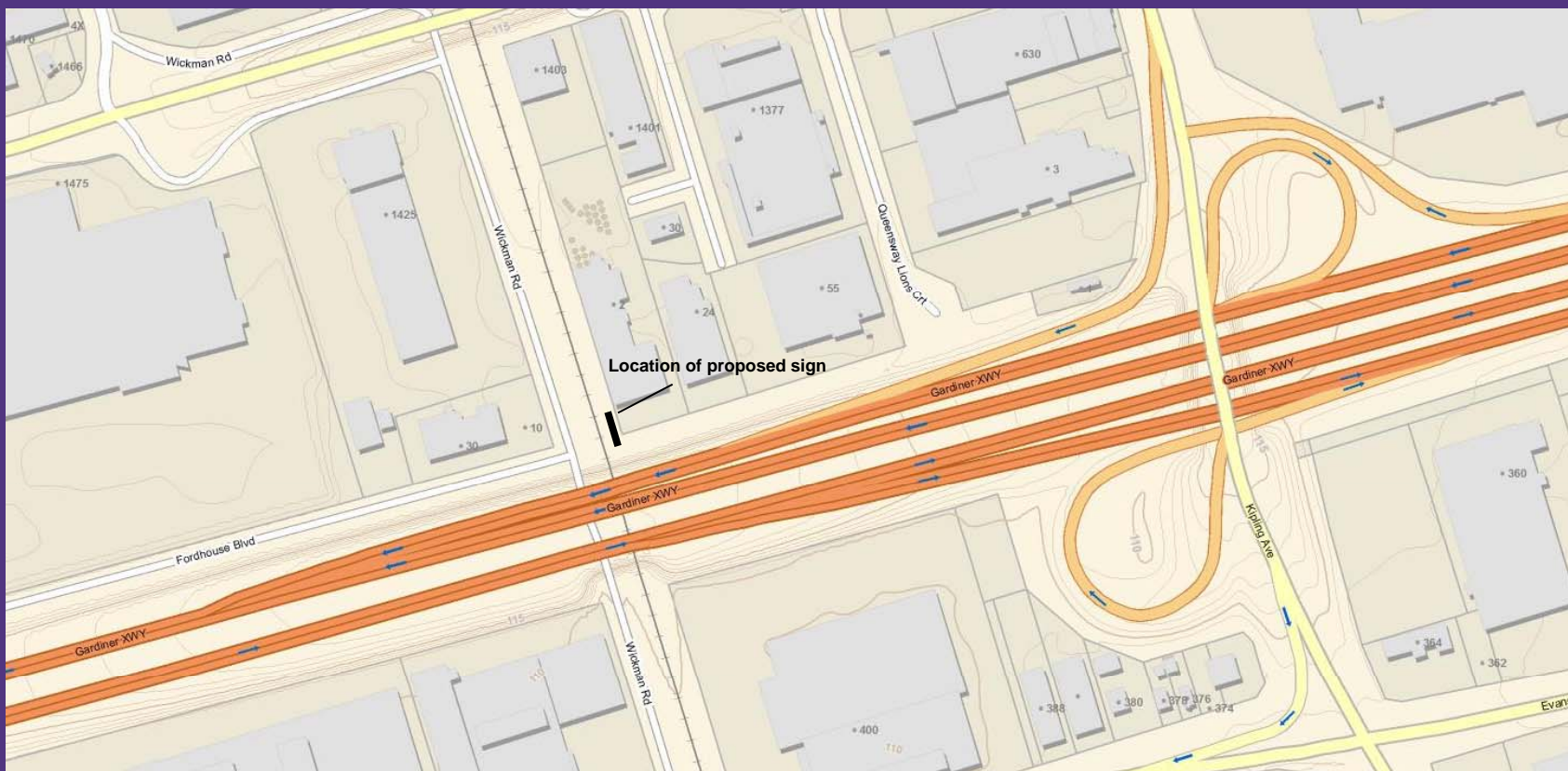
Proposed Electronic Ground Sign at
33 Wickman Road



Permitted Third Party Electronic Ground Signs
in E Sign Districts



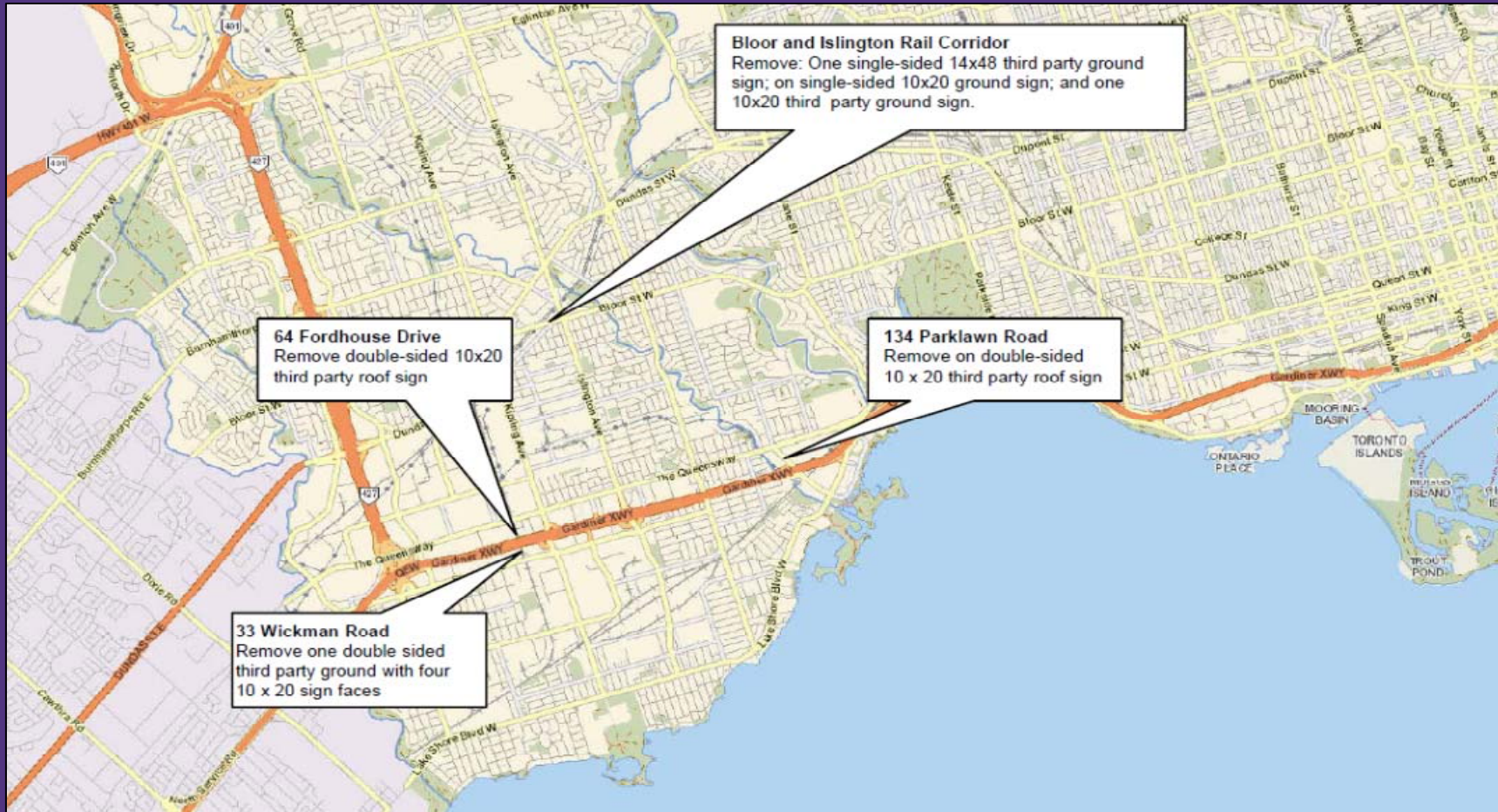
33 Wickman Road



33 Wickman Road



33 Wickman Road



Questions