



Site Specific Sign Bylaw Amendment Application for 33 Wickman Road

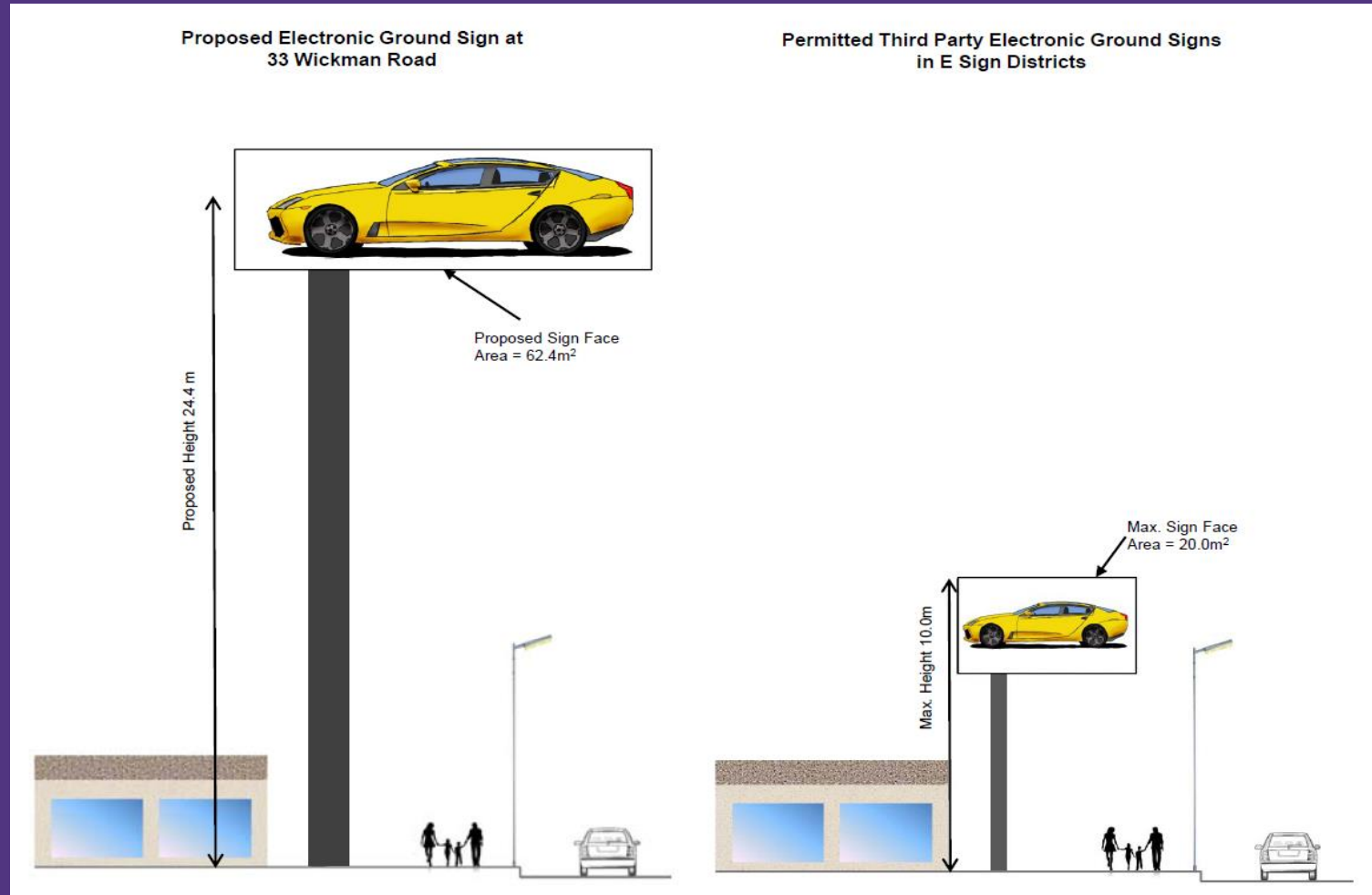
Planning and Growth Management Committee
April 6, 2015

33 Wickman Road

Staff recommend refusal for the following reasons:

- The sign is proposed to be located 20 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

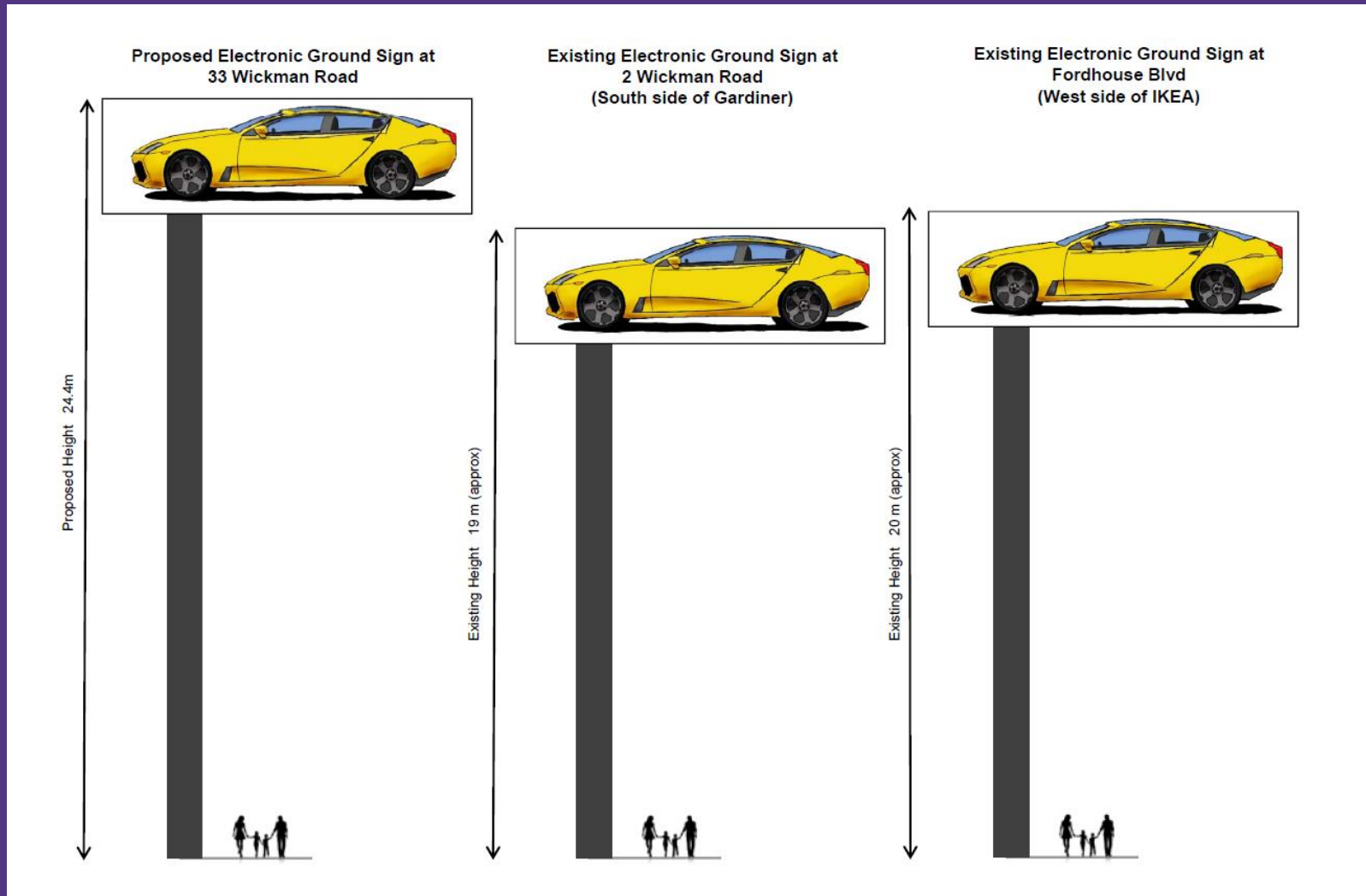
Size and Height of Proposed Sign vs. what is permitted by the Sign By-law



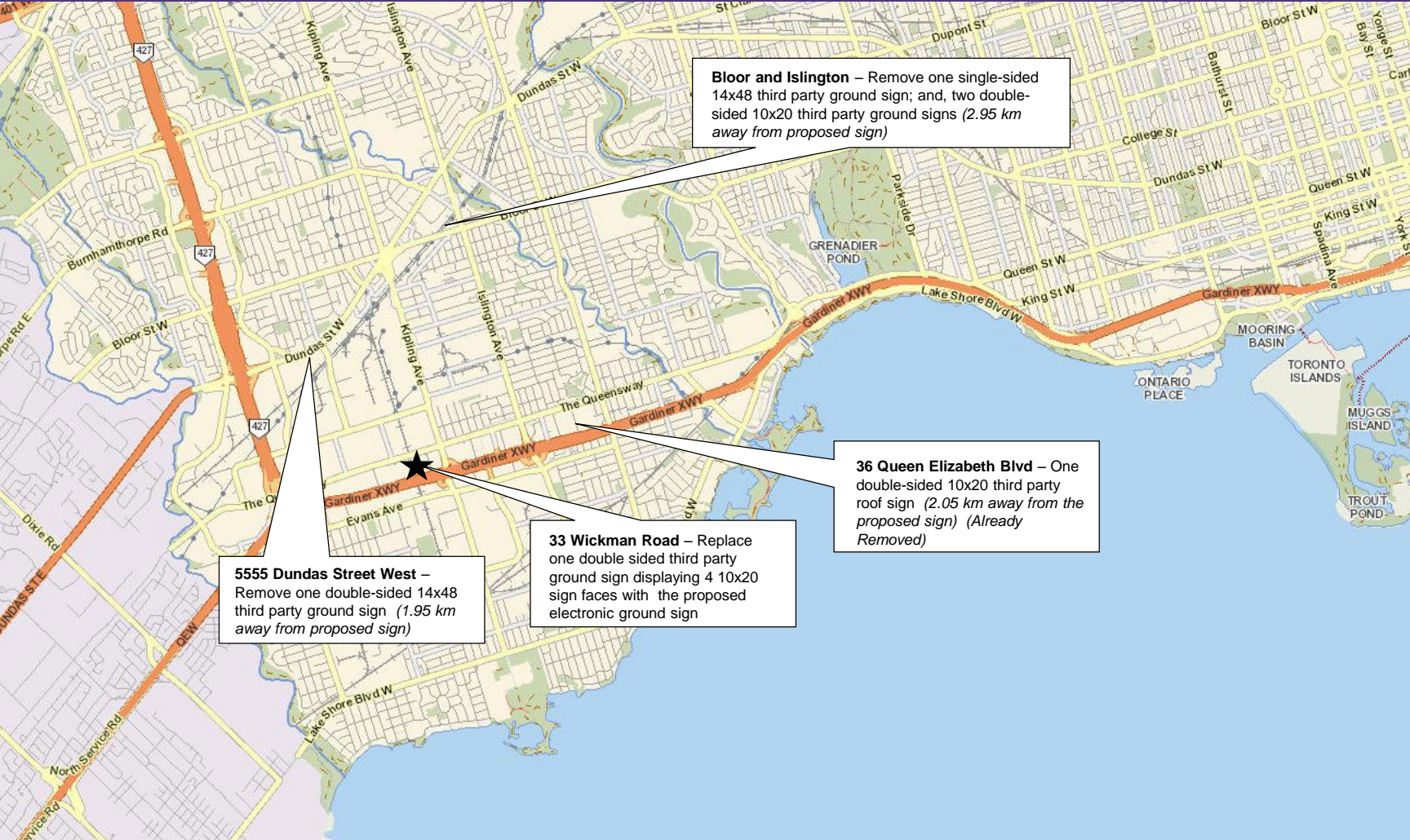
Location of Sign relative to Gardiner Expressway



Height of proposed sign to comparable signs in the area



Proposed Sign Removals



Bloor and Islington – Remove one single-sided 14x48 third party ground sign; and, two double-sided 10x20 third party ground signs (2.95 km away from proposed sign)

5555 Dundas Street West – Remove one double-sided 14x48 third party ground sign (1.95 km away from proposed sign)

33 Wickman Road – Replace one double sided third party ground sign displaying 4 10x20 sign faces with the proposed electronic ground sign

36 Queen Elizabeth Blvd – One double-sided 10x20 third party roof sign (2.05 km away from the proposed sign) (Already Removed)

Questions