

**ATTACHMENT 1 –
Application Proposals Compared to Sign By-Law Requirements**

1073A Millwood Road (Leaside Memorial Community Gardens)

Proposed Sign Measured Against OS-Open Space Sign District Provisions			
Item	Required	Proposed	Comments
# of Ground Signs per Frontage	One per frontage	One	In-line with requirements
# of Sign Faces Permitted	2 sign faces	2 sign faces	In-line with requirements
Maximum Sign Face Area	3.0 square metres	32.52 square metres	Over 10 times the permitted size
Height of Sign	1.5 metres	11 metres	7.3 times the permitted height
Electronic Static Copy	Not permitted	Proposed	Third party electronic signs not permitted in OS-Open Space sign district
Proposed Sign Measured Against Third Party Electronic Ground Sign Provisions			
Item	Required	Proposed	Comments
Distance to Other Third Party Signs	150 metres	<ul style="list-style-type: none"> 87 metres to roof sign to the north Approx. 90 metres to ground sign to the south 	63 metres closer than required minimum distance from other third party signs
Maximum Sign Face Area	20 square metres	32.52 square metres	More than 1.5 times the permitted size
Height of Sign	10.0 metres	11 metres	One metre higher than the permitted height
Distance from Sensitive Land Uses	60 metres	±55 metres to "CR"	Five metres closer to "CR" than permitted
Facing Sensitive Land Uses	250 metres	<ul style="list-style-type: none"> ±55 metres to "CR" ± 70 metres to "R" 	195 metres closer to "CR" and 180 metres closer to "OS" than permitted

64 Fordhouse Boulevard

Proposed Sign Measured Against Third Party Electronic Ground Sign Provisions in an E-Employment Sign District			
Item	Required	Proposed	Comments
Distance to Highway	400 metres	14 metres	Located 386 metres closer to a highway than permitted
Distance to Other Third Party Signs	150 metres	64.7 metres to third party electronic ground sign at 29 Algie Avenue	Located 85 metres closer to other third party signs than permitted
Distance to Other Third Party Electronic Signs	500 metres	64.7 metres to third party electronic ground sign at 29 Algie Avenue	Located 435 metres closer to other electronic signs than permitted
Maximum Sign Face Area	20 square metres	62.4 square metres	More than three times the permitted size
Height of Sign	10.0 metres	18.29 metres	Almost two times the permitted height
Distance from Sensitive Land Uses	60 metres	Compliant	In-line with requirements
Facing Sensitive Land Uses	250 metres	<ul style="list-style-type: none"> • ± 145 metres to "OS" to the West • ±80 metres to "CR" to the East 	Located approx. 100 metres closer to "OS" and 170 metres closer to "CR" than permitted
Sign Face Orientation	Back-to-back	"V-shaped"	Not in-line with required configuration

2 Strachan Avenue (Exhibition Place; North of Princes' Gates)

Proposed Sign Measured Against Third Party Electronic Ground Sign Provisions			
Item	Required	Proposed	Comments
Distance to Highway	400 metres	<14 metres	Located 386 metres closer to the highway than permitted
Area Specific-Restriction	No third party signs permitted in Fort York Historic District	Proposed sign within an area-specific restriction	No third party signs are permitted in this specific location
Distance to Other Third Party Signs	150 metres	Compliant	In-line with requirements
Distance to Other Third Party Electronic Signs	500 metres	<ul style="list-style-type: none"> ±300 metres to third party electronic roof sign at Ricoh Coliseum ±325 metres to third party electronic ground sign north of the Gardiner 	Located 200 metres closer to other third party electronic roof signs and 175 metres closer to other third party electronic ground signs than permitted
Maximum Sign Face Area	20 square metres	167.23 square metres	Almost 8.5 times the permitted size
Height of Sign	10.0 metres	28.5 metres	Almost 3 times the permitted height
Distance from Sensitive Land Uses	60 metres	<ul style="list-style-type: none"> 0 metres to "OS" 30 metres to adjacent "OS" 	Located within an OS-Open Space sign district, and 30 metres closer than permitted to adjacent "OS"
Facing Sensitive Land Uses	250 metres	<ul style="list-style-type: none"> 0 metres to "OS" 30 metres to adjacent "OS" 120 metres to "I" 	Sign faces sensitive land uses (not permitted)
Sign Face Orientation	Back-to-back	"V-shaped"	Not in-line with required configuration

10 Concorde Place

Proposed Sign Measured Against Third Party Ground Sign Provisions			
Item	Required	Proposed	Comments
Sign District Designation	EIO-Employment Industrial Office does not permit third party signs	Third party ground sign in an EIO-Employment Industrial Office sign district	Third party ground signs not permitted in EIO-Employment Industrial Office sign district
Distance to Don Valley Pkwy	400 metres	43 metres	Located 357 metres closer to the Don Valley Parkway than permitted
Distance to Other Third Party Signs	100 metres	>100 metres	In-line with requirements
Maximum Sign Face Area	20 square metres	62.47 square metres	More than three times the permitted size
Height of Sign	10.0 metres	16.46 metres	More than 1.6 times the permitted height
Distance from Sensitive Land Uses	30 metres	<25 metres	Located 5 metres closer to "OS" than permitted

3442 Yonge Street

Proposed Sign Measured Against Third Party Sign Provisions in a CR-Commercial Residential Sign District			
Item	Required	Proposed	Comments
Distance to Other Third Party Signs	100 metres	44 metres	Located 56 metres closer to other third party signs than permitted
Sign Type	Third party wall sign	Third party roof sign	Third party roof signs are prohibited
Facing a Street	Not permitted to face a street	Each of the two sign faces face a street	Not permitted to face a street
Distance to intersection	30 metres	±8 metres	Too close to intersection of Yonge Street and Deloraine Avenue
Maximum Sign Face Area (for third party wall signs)	3 square metres	18.63 square metres	More than six times the permitted size
Height of Sign (for third party wall signs)	3 metres	14.63 metres	Almost five times the permitted height
Distance from Sensitive Land Uses	30 metres	Approx. 31 metres	Compliant
Number of Sign Faces	One	Two	Only one sign face permitted, as a third party wall sign

40 Bay Street (Air Canada Centre)

Sign #	Proposed	Location	Dimensions (Area)	Comments
Signs 1 – 5	Five third party wall signs	North Elevation	4 of 5 signs between 8 and 9 square metres; one of 5 signs approx. 14 square metres	<ul style="list-style-type: none"> Corporate symbols/logos of MLSE sponsors (IBM, Scotiabank, Rogers, Ford and Air Canada) Only visible to pedestrians in and around Union Station Staff supports these signs
Sign 6	One third party roof sign	West Elevation	1.72 metres x 1.73 metres (2.98 m ²)	<ul style="list-style-type: none"> Addition of Air Canada logo to existing roof sign which says "Air Canada" Staff supports this sign
Sign 7	One first party wall sign	West Elevation	±1.77 metres x ±3.36 metres (±5.95 m ²)	<ul style="list-style-type: none"> To identify the Toronto Raptors' Practice Court Staff supports this sign
Signs 8 – 9	Two third party overhanging structure signs	West Elevation	1.08 metres x 3.57 metres (3.85 m ²)	<ul style="list-style-type: none"> These signs would re-brand the existing "Maple Leaf Square" as "Ford Fan Zone" and include the "Ford" corporate logo Staff do not support these third party signs, as: they are not permitted in "OS"; would be located too close to existing third party signs; and, do not have the support of the local Ward Councillor