

City of Toronto Act, 2006 Public Notice

Notice is given that the Chief Building Official and Executive Director, Toronto Building, is reporting on six specific proposed amendments to Municipal Code Chapter 694, Signs, General (the "Sign By-law"), to allow for the display of third party signs at specific premises (64 Fordhouse Boulevard, 10 Concorde Place, 3442 Yonge Street, 2 Strachan Avenue, 1073A Millwood Road, and 40 Bay Street), these proposed amendments are:

1. A proposed amendment to add an area-specific amendment to the Sign By-law for the premises municipally known as 64 Fordhouse Boulevard to allow, in addition to the signage otherwise permitted on the premises, the erection and display of one third party electronic ground sign, containing two sign faces each displaying electronic static copy and measuring 14.63 metres horizontally by 4.27 metres vertically, with a total sign face area of 62.43 square metres; and height (highest point of the sign measured from grade) of 18.3 metres, on the condition that no permit for the sign may be issued until such time as the existing roof sign at 64 Fordhouse Boulevard is removed and any associated permits revoked;
2. A proposed amendment to add an area-specific amendment to the Sign By-law for the premises municipally known as 10 Concorde Place to allow, in addition to the signage otherwise permitted on the premises, the erection and display of one third party ground sign containing two sign faces, in a "back-to-back" configuration, each displaying static copy and measuring 14.63 metres by 4.27 metres, with a total sign face area of 62.43 square metres; and, a height (highest point of the sign measured from grade) of 16.46 metres;
3. A proposed amendment to add an area-specific amendment to the Sign By-law for the premises municipally known as 3442 Yonge Street to allow, in addition to the signage otherwise permitted, one third party roof sign containing two sign faces, in a "v-shaped" configuration, each displaying static copy and measuring 6.10 metres horizontally by 3.05 metres vertically, with a total sign face area of 18.6 square metres; and, a height (highest point of the sign measured from grade) of 14.63 metres; on the condition that no permit for the sign may be issued until such time as the existing roof sign is removed and any associated permits revoked;
4. A proposed amendment to Section 2K of Schedule 'B' of the Sign By-law to implement a new area-specific amendment for the portion of the premises municipally known at 2 Strachan Avenue currently specified in Section 2K, to remove the existing permissions and allow, in lieu of the signage currently permitted on the specified portion of the premises, the erection and display of a third party electronic ground sign containing two sign faces, in a "v-shaped" configuration, each displaying electronic static copy and measuring 18.3 metres horizontally by 9.14 metres vertically, with a total sign face area of 167.23 square metres; and, a height (highest point of the sign measured from grade)

of 34.6 metres; on the conditions that the proposed sign replaces the existing third party sign located on the premises as permitted by Section 2K of Schedule 'B', associated permits revoked, the sign must be removed no later than December 31, 2025, and that any and all permits issued in relation to sign will expire no later than December 31, 2025, and shall not be subject to renewal;

5. A proposed amendment to add an area-specific amendment to the Sign By-law for a portion of the premises municipally known as 1073A Millwood Road (commonly known as Leaside Memorial Community Gardens) to allow, in addition to the signage otherwise permitted on the premises, the erection and display of one third party electronic ground sign, containing two sign faces displaying electronic static copy, each measuring 10.67 metres horizontally and 3.05 metres vertically, on the conditions that the north-west facing sign face is dedicated to identify the "Leaside Memorial Community Gardens" along with programming, facilities and events that occur within and on the premises; the south-east facing sign face displays third party sign copy, and no permit for the sign may be issued until the existing illuminated third party ground sign on the premises is removed and all associated permits revoked; and
6. A proposal to amend the Sign By-law to add an area-specific amendment for the premises municipally known as 40 Bay Street and commonly known as the Air Canada Centre to allow, in addition to the signage otherwise permitted on the premises, the erection and display of the following nine signs:
 - Five third party wall signs, each displaying static copy and located along the northerly building wall, described as follows:
 - i. A wall sign containing one sign face, measuring 4.58 metres horizontally by 1.82 metres vertically, with a total sign face area of 8.34 square metres, on the condition that the sign copy displayed is exclusively the corporate logo, trademark, name or business name of IBM;
 - ii. A wall sign containing one sign face, measuring 5.45 metres horizontally by 1.48 metres vertically, with a total sign face area of 8.1 square metres, on the condition that the sign copy displayed is exclusively the corporate logo, trademark, name or business name Rogers Communications;
 - iii. A wall sign containing one sign face, measuring 8.57 metres horizontally by 1.65 metres vertically, with a total sign face area of 14.14 square metres, on the condition that the sign copy displayed is exclusively the corporate logo, trademark, name or business name of Scotiabank;
 - iv. A wall sign containing one sign face, measuring 4.83 metres horizontally by 1.72 metres vertically, with a total sign face area of 8.31 square metres, on the condition that the sign copy displayed is exclusively the corporate logo, trademark, name or business name of the Ford Motor Company, and
 - v. A wall sign containing one sign face, measuring 15.23 metres horizontally by 1.49 metres vertically, with a total sign face area of 22.70 square metres, on the condition that the sign copy displayed is exclusively the corporate logo, trademark, name or business name of Air Canada.
 - One third party roof sign, containing one sign face, facing west, measuring 1.73 metres horizontally by 1.73 metres vertically, with a total sign face area of 3.00 square

metres, on the conditions that the sign structure consists only of a roundel; and, only displays sign copy consisting of the corporate logo of Air Canada;

- A wall sign containing one sign face, located on the west wall, measuring 3.36 metres horizontally by 1.77 metres vertically, with a total sign face area of 6.00 square metres, on the condition that the sign copy displayed is the words "Practice Court" with a symbol of the Toronto Raptors Basketball Team; and
- Two third party overhanging structure signs, each displaying static copy and located on the western building façade, described as follows:
 - i. An overhanging structure containing one sign face, measuring 1.57 metres horizontally by 0.60 metres vertically, with a total sign face area of 0.95 square metres, on the condition that the sign copy displayed is exclusively the corporate symbol of the Ford Motor Company and the words Ford Fan Zone; and
 - ii. An overhanging structure containing one sign face, measuring 1.57 metres horizontally by 0.60 metres vertically, with a total sign face area of 0.95 square metres, on the condition that the sign copy displayed is exclusively the corporate symbol of the Ford Motor Company and the words Ford Fan Zone.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add an area-specific amendment to the Sign

By-law, allowing 64 Fordhouse Boulevard, in addition to the signage otherwise permitted, to display the one proposed third party electronic ground sign, as described above.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add an area-specific amendment to the Sign By-law, allowing 10 Concorde Place, in addition to the signage otherwise permitted, to display the one proposed third party ground sign, as described above.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add an area-specific amendment to the Sign By-law, allowing 3442 Yonge Street, in addition to the signage otherwise permitted, to display the one proposed third party roof sign, as described above.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to amend the Sign By-law to replace the existing area-specific amendment contained at section 2K of Schedule B, Signage Master Plans and Area Specific Amendments, with a new area-specific amendment for 2 Strachan Avenue allowing, in addition to the signage otherwise permitted, the display of the one proposed third party electronic ground sign, as described above.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add an area-specific amendment to the Sign By-law, allowing 1073A Millwood Road, in addition to the signage otherwise permitted, to display the one proposed third party electronic ground sign, as described above.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto add an area-specific amendment to the Sign By-law, allowing 40 Bay Street, in addition to the signage otherwise permitted, to display all of the proposed signs, save and except for the two third party overhanging structure signs, as described above.

The Planning and Growth Management Committee may recommend that the Council of the City of Toronto amend the Sign By-law, to amend existing or add new area specific amendment to Schedule B, Signage Master Plans and Area Specific Amendments, to allow any of the specific premises (64 Fordhouse Boulevard, 10 Concorde Place, 3442 Yonge Street, 2 Strachan Avenue, 1073A Millwood Road, and 40 Bay Street) to contain, in addition to the signs otherwise permitted, the third party signs.

At its meeting to be held in Committee Room 1, Toronto City Hall on June 15, 2016, at 9:30 a.m. or as soon as possible thereafter, the Planning and Growth Management Committee of Toronto City Council will hear in person, or by his or her counsel, agent or solicitor, any person who wishes to speak to the matter.

To view or obtain a copy of the report that outlines the proposed amendments, you may view the Planning and Growth Management Committee agenda at <http://www.toronto.ca/legdocs/agendas.html>, as of June 8, 2016. To submit comments or make a presentation to the Planning and Growth Management Committee on June 15, 2016, please contact the Committee no later than 12:00 noon on June 14, 2016:

Planning and Growth Management Committee
Toronto City Hall
100 Queen Street West, 10th Floor, West Tower
Toronto, ON M5H 2N2
Telephone: 416-397-4579
Fax: 416-392-1879
Email: pgmc@toronto.ca

To ask questions regarding the content of the report contact:

Robert Bader
Supervisor, Sign By-law Unit, Toronto Building
Telephone: 416-392-4113
Email: rbader@toronto.ca

Any comments received after the Committee meeting will be forwarded to Council.

If this matter is deferred at the Committee meeting or Council meeting or considered at a subsequent Committee or Council meeting, no additional notice will be provided other than the information on the subsequent Committee or Council agenda. Please contact the above City officials if you require notice in these cases.

The Planning and Growth Management Committee will make its final recommendations on June 15, 2016, which will be forwarded to City Council at its meeting on July 12, 2016.

Notice to people writing or making presentations to the Planning and Growth Management Committee: The City of Toronto Act, 2006 and the City of Toronto Municipal Code authorize the City of Toronto to collect any personal information in your communication or presentation to City Council or its committees.

The City collects this information to enable it to make informed decisions on the relevant issue(s). If you are submitting letters, faxes, e-mails, presentations or other communications to the City, you should be aware that your name and the fact that you communicated with the City will become part of the public record and will appear on the City's website. The City will also make your communication and any personal information in it – such as your postal address, telephone number or e-mail address – available to the public.

The City videotapes committee and community council meetings. If you make a presentation to a committee or community council, the City will be videotaping you and City staff may make the video tapes available to the public.

If you want to learn more about why and how the City collects your information, write to the City Clerk's Office, City Hall, 100 Queen Street West, Toronto ON M5H 2N2 or by calling 416-397-4579.

Dated at the City of Toronto this 7th day of June, 2016.

Ulli S. Watkiss
City Clerk