

A photograph of the Toronto skyline at dusk, featuring the CN Tower and other skyscrapers reflected in the water. The sky is a mix of purple, pink, and blue.

Site Specific Sign Bylaw Amendment Applications

Planning and Growth Management Committee
June 15, 2016

2016 Amendment Applications

Six applications received:

- Three electronic sign applications:
 - Replace one ground sign at 1073A Millwood Road (Leaside Memorial Community Gardens);
 - One new ground sign at 64 Fordhouse Boulevard; and,
 - Replace one existing ground sign at 2 Strachan Avenue (Exhibition Place).
- Three static sign applications:
 - One ground sign at 10 Concorde Place;
 - Replace one roof sign at 3442 Yonge Street; and,
 - Nine wall and Overhanging Structure Signs at 40 Bay Street (Air Canada Centre).

1073 Millwood Road – Leaside Memorial Community Gardens



1073 Millwood Road – Leaside Memorial Community Gardens

North Face of Proposed Sign



South Face of Proposed Sign



1073 Millwood Road – Leaside Memorial Community Gardens

Staff recommend refusal of this application:

- Third party electronic signs are not permitted in Open Space Sign Districts
- Sign would be more than 10 times the permitted size
- Sign would be more than 7 times the permitted height
- Sign would be facing a Commercial Residential Sign District, approx. 55 m and a Residential Sign District approx. 70m away
 - An electronic sign cannot face either of those districts unless they are more than 250m away
- Two other third party signs are located within 100m of the proposed sign; whereas 150m is required

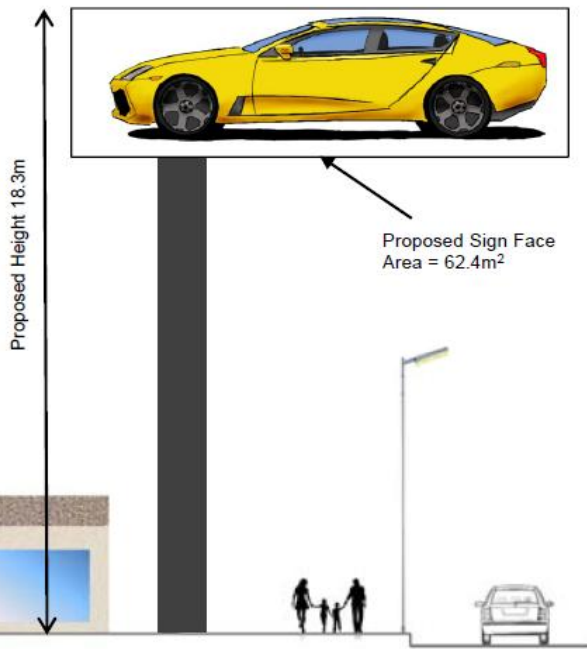
64 Fordhouse Boulevard



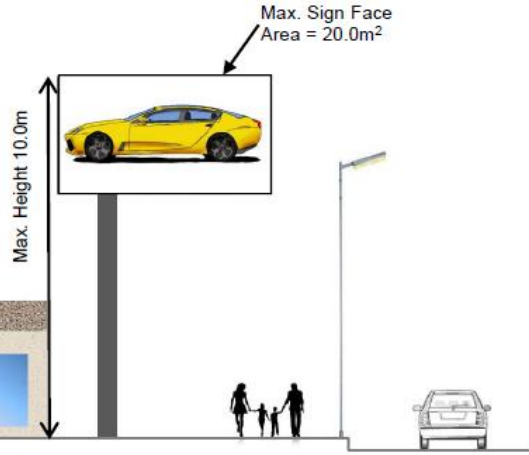
64 Fordhouse Boulevard

Proposed Sign vs. Sign Permitted by Sign Bylaw

Proposed Electronic Ground Sign at 64 Fordhouse



Permitted Third Party Electronic Ground Signs in E Sign Districts



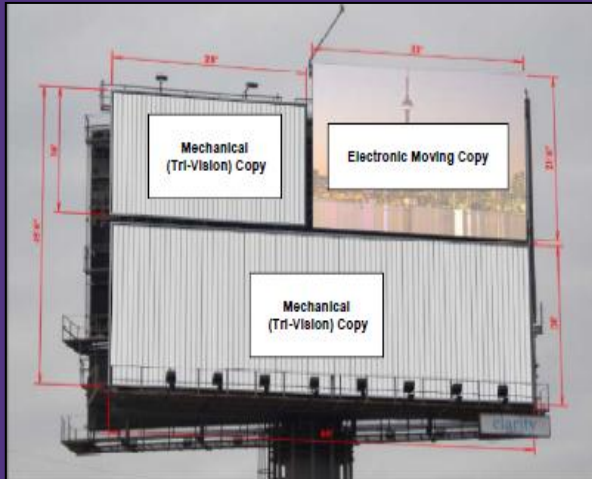
64 Fordhouse Boulevard

Staff recommend refusal of this application, as the sign:

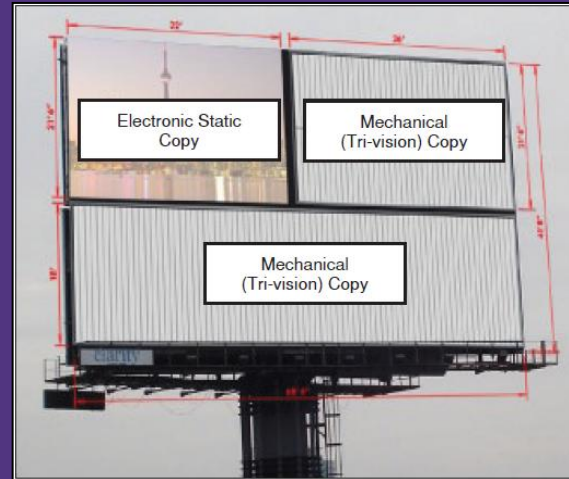
- Would be 14m from the F.G. Gardiner Expressway; whereas 400m is required
- Would be more than three times the permitted size
- Would be almost two times the permitted height
- Would be approximately 65m from another large electronic third party sign; whereas 500m is required
- Would be facing a Commercial Residential Sign District 80m away and an Open Space Sign District 145m away; whereas a 250m separation would be required

2 Strachan Avenue

Current East Face



Current West Face



Proposed East Face



Proposed West Face



2 Strachan Avenue

Staff recommend refusal of this application, as the sign:

- Is located within an Open Space Sign District, where third party signs are not permitted
- Is located within the Fort York Area Restriction, where third party signs are not permitted
- Would be 14m from the F.G. Gardiner Expressway; whereas 400m is required
- Would face nearby high-rise residential buildings
- Is located approximately 300 m from another electronic signs; whereas 500 m is required
- Was approved by Council in its current configuration in 2012 and 2013

10 Concorde Place



10 Concorde Place

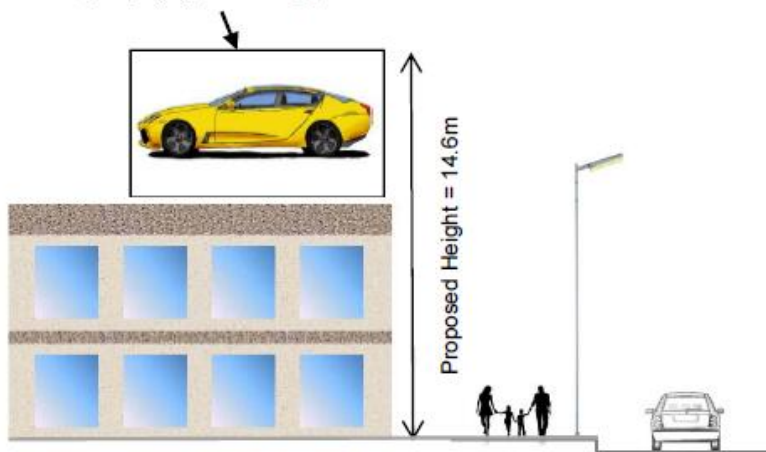
Staff do not agree that the sign is lawfully existing and recommend refusal of this sign application, as it is:

- Located in an Employment Industrial Office Sign District which does not permit third party signs
- Located 43m from the Don Valley Parkway; whereas 400m is required
- More than 3 times larger than what is permitted for third party ground signs
- The sign is more than 1.5 times higher than what is permitted for third party ground signs

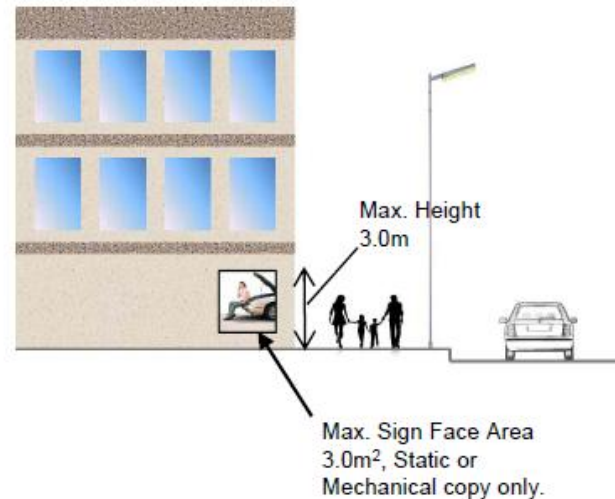
3442 Yonge Street

Proposed Third Party Roof Sign at 3442 Yonge Street

Proposed Sign Face Area
18.6m², displaying Static Copy



Permitted Third Party Signs in CR Sign Districts



3442 Yonge Street



3442 Yonge Street

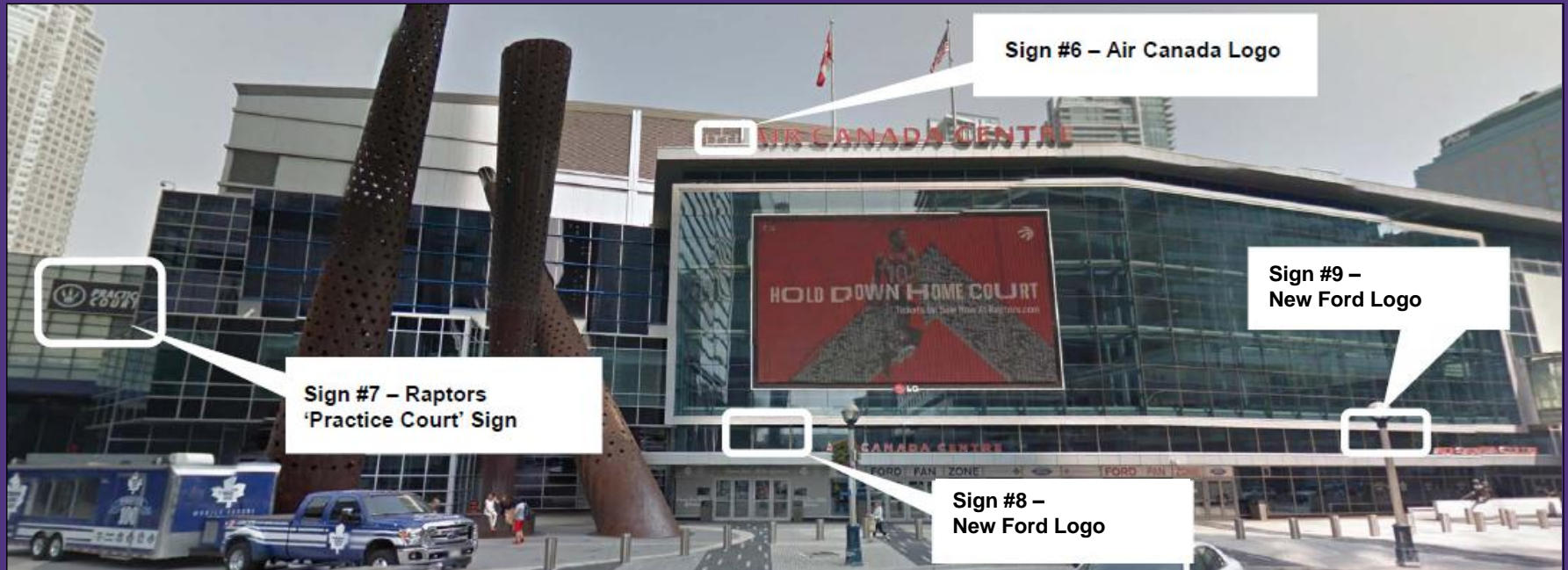
Staff recommend refusal of this application, as it is:

- A roof sign which is prohibited by the Sign Bylaw
- More than 6 times the permitted size for a third party sign in a CR Sign District
- More than 5 times the permitted height for a third party sign in a CR Sign District
- Proposed sign will be approximately 8 metres from the intersection of Yonge Street and Deloraine Avenue; 30 metres is required
- The proposal to remove the sculptural features was part of the original approval for the sign granted by North York Community Council

40 Bay Street (Air Canada Centre)



40 Bay Street



40 Bay Street

Staff recommend approval of 7 existing signs in this application:

- All signs are located in an Open Space Sign District where third party signs are not permitted
- Signs 1-7 recommended for approval are:
 - Existing and will have little if any impact on surrounding properties due to their location on the building; and,
 - Are consistent with other identification signs on the property
- Signs 8-9 recommended for refusal (Ford Logo Signs) are:
 - Adding new corporate (third party) logos to existing identification signs for 'Ford Square' at pedestrian level

Questions