



2 Strachan Avenue Sign Bylaw Amendment Application

Planning and Growth Management Committee
September 8, 2016

Sign Location



Existing third party ground sign

Sign Location

Electronic Signs at Exhibition Place (looking north)

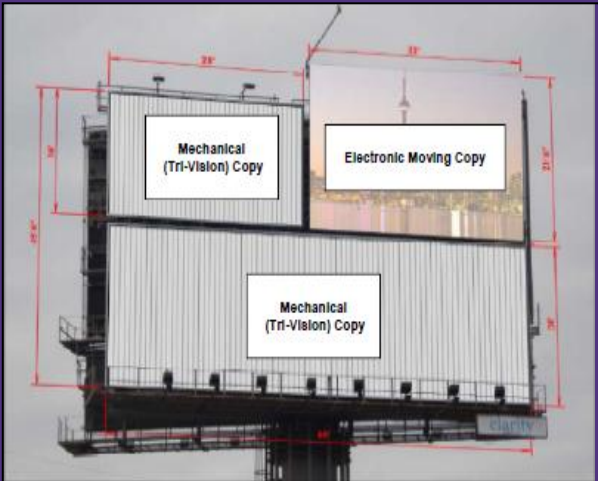


Legend

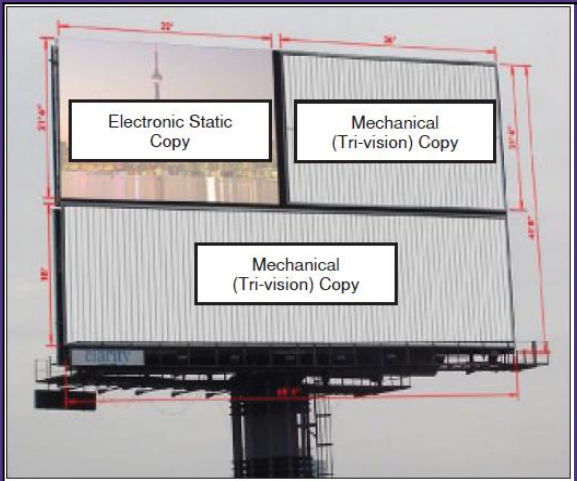
1. Sign at 2 Strachan Avenue (*subject sign*)
2. BMO Field Ground Sign
3. BMO Field Scoreboard Sign
4. Ricoh Coliseum Roof Sign – East Facing
5. Ricoh Coliseum Roof Sign – West Facing
6. Astral Media Sign near Dufferin Gates

Proposed Modification

Existing East Face
(approved by Council in 2012)



Existing West Face
(approved by Council in 2013)



Proposed East Face



Proposed West Face



Summary

Staff recommend refusal of this application, as the sign:

- Conflicts with the principles of the Sign Bylaw due to its size and location, as well as its proximity to sensitive land uses and other electronic signs
- Will be one of the largest electronic signs in the city and is likely to impact nearby residential developments
- The existing sign been the subject of several investigations and enforcement actions in the past

Conflict with Principles of Sign Bylaw

The proposed 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

Proposed Sign Face Area

5 Largest Electronic Signs in the City

Ranking by Size	Location	Sign Size
1	Atrium on Bay Media Tower – Northwest Corner of Yonge and Dundas (Electronic Screen at Top of Sign)*	541.7 m ²
2	Eaton Centre Media Tower (Approved; Under Construction)*	376.3m ²
3	2 Strachan – Proposed Sign	167.2 m ²
4	BMO Field – Scoreboard Sign**	158.4 m ²
5	9 Hanna Avenue (Approved by Council in late 2015)**	146.0 m ²

* = located in Dundas Square Special Sign District

** = located in Gardiner Gateway Special Sign District

Proposed Sign Face Area

- The proposed sign faces will be almost three times that of the existing electronic sign faces
- If approved, the proposed sign will be the largest third party electronic sign in the city outside of the Dundas Square Special Sign District.
- The proposed sign will be the largest electronic sign face of any sign in the immediate area
 - This includes signs located in the nearby Gardiner Gateway Special Sign District, where large electronic third party signs are permitted.

Potential Impacts on Residential Properties



Potential Impacts on Residential Properties

Existing Sign at 2 Strachan – Daytime view, looking south from the fifth floor of 55 East Liberty Street



Potential Impacts on Residential Properties

Existing Sign at 2 Strachan – Night-time view looking south from the fifth floor of 55 East Liberty Street



Enforcement History (Exhibition Place Signs)

Sign Description	Sign face area (electronic sign faces only)	Approximate distance to nearest residential building	Number of investigations due to complaints (Since 2013)
BMO field ground sign (north-west face)	116.1 m ²	245 m	9
Existing sign at 2 Strachan (west face)*	64.0 m ²	160 m	6
BMO field Scoreboard sign	158.4 m ²	340 m	2
Ricoh Coliseum sign (east face)	90.1 m ²	147 m	1
Ricoh Coliseum sign (west face)	90.1 m ²	165 m	0
Astral Media sign near Dufferin Gates	62.5 m ²	366 m	0

* to date the city has not received complaints regarding the east facing side of this sign

Enforcement History (Exhibition Place Signs)

- Since 2013, Staff have received 17 complaints with respect to the various signs at Exhibition Place, more than anywhere else in the city
 - Each investigation has led to enforcement action including, in one case, obtaining a Prohibition Order from the Ontario Court Of Justice against one sign owner for repeatedly operating their sign in excess of permitted illumination levels
- Despite restrictions on hours of operation and illumination levels, the west facing side of the existing sign at 2 Strachan has received six complaints since 2013.
- The only sign to receive more complaints than the existing sign at 2 Strachan Avenue is the ground sign at BMO field which is smaller and further away from residential buildings than the proposed sign

Conclusion

Due to the numerous conflicts that the proposal has with the goals and objectives of the Sign Bylaw as well as the proposed impacts that the proposed sign is likely to have on nearby residential buildings, staff recommend refusal of this application.

Questions