



June 8, 2016

Nancy Martins  
 10th floor, West Tower, City Hall  
 100 Queen Street West  
 Toronto, ON M5H 2N2  
 email: [pgmc@toronto.ca](mailto:pgmc@toronto.ca)

**RE: PG 13.6 Requests for Area-Specific Amendments to the City's Sign By-law - 2016 Annual Report**

Dear Councillor David Shiner and Committee Members

This is to express our strong SUPPORT for the staff report recommendations to REFUSE the following applications:

1073 Millwood Road (Leaside Memorial Community Gardens)\*  
 64 Fordhouse Boulevard\*  
 2 Strachan Avenue\*  
 10 Concorde Place \*\*  
 3442 Yonge Street\*\*

and to PARTIALLY APPROVE the 40 Bay Street (Air Canada Centre)\* application

\*electronic third party sign

\*\* non-electronic third party sign

In each case the signs are located in a Sign District where they are not permitted and/or located less than the required separation distance from another third party sign. And in several cases the signs would be in close proximity to residential buildings.

Third party signs, especially electronic signs raise significant concerns which need to be carefully considered in each application.

- Visual pollution (sign size and massing)
- Driver distraction (potential safety concerns)
- Resident distraction (visual disruption to enjoyment of property)
- Precedent (approval of the subject sign leading to further approvals for similar signs in same area and/or other parts of the City)

	<i>Sign district</i>	<i>Visual pollution</i>	<i>Driver distraction</i>	<i>Resident distraction</i>	<i>Precedent</i>
<i>1073 Millwood</i>	<i>OS Open Space ^</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<i>64 Fordhouse</i>	<i>E-Employment</i>	<i>Yes</i>	<i>Yes</i>	<i>Minimal</i>	<i>Yes</i>
<i>2 Strachan Ave.</i>	<i>OS Open Space ^</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<i>10 Concorde Place</i>	<i>EIO Employment-Industrial-Office ^</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
<i>3442 Yonge Street</i>	<i>C-R Commercial –Residential</i>	<i>Yes</i>	<i>Yes</i>	<i>Minimal</i>	<i>Yes</i>
<i>40 Bay (Air Canada Centre)</i>	<i>OS Open Space ^</i>	<i>No</i>	<i>Yes</i>	<i>No</i>	<i>No</i>

^ third party signs prohibited

The 1073 Millwood Road sign involves a city recreation facility - the rental revenue from the sign would be used to ultimately reduce the fees charged for youth hockey. We do not however consider that this “saving” is relevant to the decision at hand, which should be based on sign planning considerations not a benefit to the property owner, whoever that may be, public or private.

In the case of the Air Canada Centre, although it is in Open Space Sign Area where third party signs are not permitted, staff consider that most of them involve corporate sponsors, and therefore operate as first party signs.

In summary, we recommend that the Committee support staff recommendations that City Council refuse all but one (Air Canada Centre) of the sign applications.

Finally we note that this consolidated annual reporting of Sign By-law Amendment applications, which allows for a comprehensive review of impacts, was implemented following the Electronic and Illuminated Sign Study in 2014. FoNTRA supports the current Sign By-law which was approved by City Council following extensive public consultation and review of the impacts of electronic signs, and requests that the Committee and City Council continue to uphold the By-law and not allow its erosion by approving random but precedent setting applications.

Thank you for the opportunity to comment.

Cathie Macdonald and Geoff Kettel  
Co-Chairs

c.c. Ann Borooah, Chief Building Official and Executive Director, Toronto Building,  
Ted Van Vliet, Manager, Sign By-law Unit

**The Federation of North Toronto Residents' Associations (FoNTRA)** is a non-profit, volunteer organization comprised of over 30 member organizations. Its members, all residents' associations, include at least 170,000 Toronto residents within their boundaries. The over 30 residents' associations that make up FoNTRA believe that Ontario and Toronto can and should achieve better development. Its central issue is not *whether* Toronto will grow, but *how*. FoNTRA believes that sustainable urban regions are characterized by environmental balance, fiscal viability, infrastructure investment and social renewal.