

Planning and Growth Management Committee

From: Sahra Toronto <sahratoronto@rogers.com>
Sent: Saturday, June 11, 2016 2:24 PM
To: Planning and Growth Management Committee; Councillor Carmichael Greb; Councillor Shiner
Cc: Ann Borooah; Signbylawunit; Ted Van Vliet; [REDACTED] gkettel@gmail.com; Cathie Macdonald; Lytton Park Residents Organization
Subject: June 15 PGMC agenda item PG 13.6 Requests for Area-Specific Amendments to the City's Sign By-law
Attachments: FoNTRA.PGMC digital Signs applns June 2016.pdf
Categories: Communication

The June 15 meeting of the Planning and Growth Management Committee includes six applications for changes to the Sign By-law. The sign locations are as follows:

1073 Millwood Road (Leaside Memorial Community Gardens)*(Ward 26)
64 Fordhouse Boulevard*
2 Strachan Avenue*
10 Concorde Place **(Ward 26)
3442 Yonge Street **(Ward 16)
40 Bay Street (Air Canada Centre)* application

*electronic third party sign

** non-electronic third party sign

FoNTRA has written in support of the staff report recommendations to REFUSE all the applications, except the Air Canada Centre location. 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.

The South Armour Heights Residents' Association (SAHRA) represents 850 households in the area between Wilson down to Brooke from Yonge Blvd over to Avenue Road. We agree with FoNTRA's position/statement on these signs. We support the Sign By-law approved by City Council and we ask that the Committee and City Council continue to uphold the By-law.