Applications for Area-Specific Amendments to the Sign By-law

Planning and Growth Management Committee
May 31, 2017
Outline:

- Background on Sign By-law Amendments
- Summary of Applications
- Process
- Process Results
- Applications:
  - 780 Spadina Avenue
  - 150 Sherway Drive
  - 153 Dufferin Street
  - 700 Lawrence Avenue West
  - 2263 - 2287 Yonge Street
  - 2 Strachan Avenue
- Conclusions
Background:

• Chief Building Official decision to report annually on Sign By-law Amendment Applications – December 2013
• Allows for holistic review and assessment by Council
• Submission Deadline - December 31, 2016

2015 Sign By-law Amendments
• Expanded areas where Electronic Third Party Signs were permitted by minimizing impacts on sensitive lands
• Impacts minimized through performance requirements – size, location, hours of operation, setbacks from other electronic signs and roadways etc.
Background Continued: Amendment vs Sign Variance

Amendment
• Approved by Council
• Applies to land permanently
• Applies to future signs
• Allows changes to sign types and administrative requirements (e.g. electronic, third party, wall signs, and term)

Variance
• Approved by Staff or Sign Variance Committee
• Applies only to subject sign
• Does not apply to future signs (expires with removal of sign)
• Only applies to performance requirements (e.g. sign area, height, location etc.)
Summary of Applications:

- Two similar applications have been considered and refused by council:
  1. 750 Spadina Avenue (Bloor JCC) (identical)
  2. 2 Strachan Avenue (Exhibition Place) (slightly larger)

- Three applications in areas of the City where electronic signs are not permitted:
  1. 150 Sherway Drive (Trillium Health Centre)
  2. 700 Lawrence Avenue West (Lawrence Square)
  3. 2263-2287 Yonge Street (E-Condos)

- One application in area that permits electronic signs
  1. 153 Dufferin Street
Process:

Review considered:
1. Collective impact on the Sign Bylaw
2. Appropriateness of sign type for proposed location
3. Relationship between the proposed signs and what is permitted in the sign by-law (e.g. area, height etc.)
4. Impacts that the proposed signs may have on nearby properties
5. Public Feedback
Process Results:

• Five applications in sign district that do not permit third party and/or electronic signs
• One application in sign district that permits third party electronic signs
• Exceed performance By-law standards (e.g. sign face area, height, type, technology)
• Two applications exceed Administrative Requirement (Term – 5 year to 15 year)
• Negative Impacts on Roadways (3 applications)
• Notification to Public (within 250 m of sign)
• Limited Attendance and Support at Public Meetings
• Public Concerns – negative impacts adjacent properties (schools, residences, parks), driver distractions etc.)
Process Results:

Staff Recommendations
- Inconsistent with goal and objectives of By-law
- No merits to support expanding locations for sign types and technology
- Negative impacts for adjacent properties
- Do not support recommendations
Applications:
750 Spadina Avenue
750 Spadina Avenue

Proposed Third Party Electronic Roof Sign at 750 Spadina Avenue

Proposed Sign Face
Area 32.5m², displaying
Electronic Static Copy

Proposed Height = 19.7m

Permitted Third Party Signs in CR Sign Districts

Max. Sign Face Area
3.0m², Static or
Mechanical copy only.

Max. Height
3.0m
750 Spadina Avenue
150 Sherway Drive

Additional Ground Signs on the property

Proposed Ground Sign
150 Sherway Drive

Proposed Third Party Electronic Ground Sign at 150 Sherway Drive

- Proposed Sign Face Area: 32.5 m², displaying Electronic Static Copy.
- Proposed Height: 10.0 m

Permitted Third Party Ground Signs in Employment Sign District

- Max. Sign Face Area: 20.0 m²
- Max. Height: 10.0 m
150 Sherway Drive – Visibility of Sign to Nearby Buildings (Looking South)
150 Sherway Drive – Visibility of sign to Nearby buildings (Looking North)
153 Dufferin Street

Existing roof sign to be removed
153 Dufferin Street

- Proposed Third Party Electronic Ground Sign at 153 Dufferin St.
  - Proposed Sign Face Area = 145.7m²
  - Max. Height: 22.8m

- Permitted Upgraded Third Party Electronic Ground Sign in Gardiner Gateway Special Sign District
  - Permitted Sign Face Area = 50m²
  - Max. Height: 15.0m

- Permitted New Third Party Electronic Ground Sign in Gardiner Gateway Special Sign District
  - Permitted Sign Face Area = 26m²
  - Max. Height: 10.0m
153 Dufferin Street – Visibility of sign to nearby residential buildings

Approximate Location of proposed sign

Existing Sign to be removed
153 Dufferin Street

- Existing Static Signs
- Existing Electronic Signs
- Proposed Electronic Sign
- Electronic Signs of similar size to proposed
700 Lawrence Avenue West

Proposed Ground Sign

Proposed Wall Sign
700 Lawrence Avenue West

Proposed Third Party Electronic Ground Sign and Wall Sign
700 Lawrence Avenue

Proposed Sign Face Area = 32.5m²

Permitted Third Party Wall Sign in CR Sign District

Max. Height 3.0m
Max. Sign Face Area 3.0m², Static or Mechanical copy only.
700 Lawrence Avenue West

Proposed Electronic Ground Sign (approximate location)

Proposed Electronic Wall Sign (approximate location)
2263-2287 Yonge Street

- Proposed Ground Sign
- Proposed Wall Sign(s)
- Existing Electronic Wall Signs
2263-2287 Yonge Street
2263-2287 Yonge Street

Proposed Electronic Signs
Existing Electronic Signs

Yonge Street
2 Strachan Avenue
2 Strachan Avenue

2016 Proposal – Refused By Council

Current Proposal

167.2 m²

145.5 m²
Potential Impacts on Residential Properties

☆ Sign at 2 Strachan
Potential Impacts on Residential Properties
Potential Impacts on Residential Properties
Conclusions:

- Inconsistent with goal and objectives of By-law
- No merits to support expanding locations for type and technology
- Negative impacts for adjacent properties
- Do not support recommendations
Questions