

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:

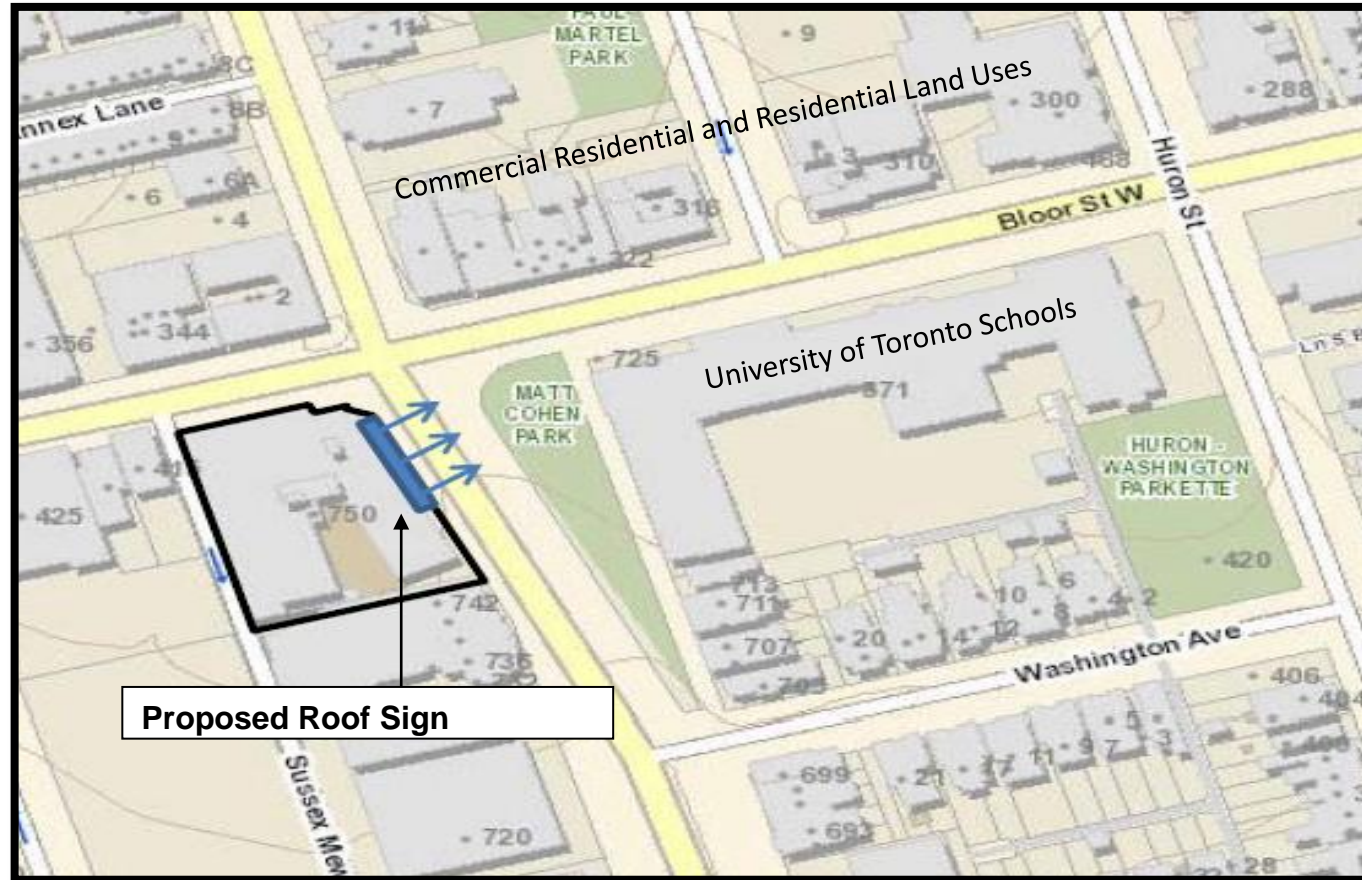
Staff Recommendations

- 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

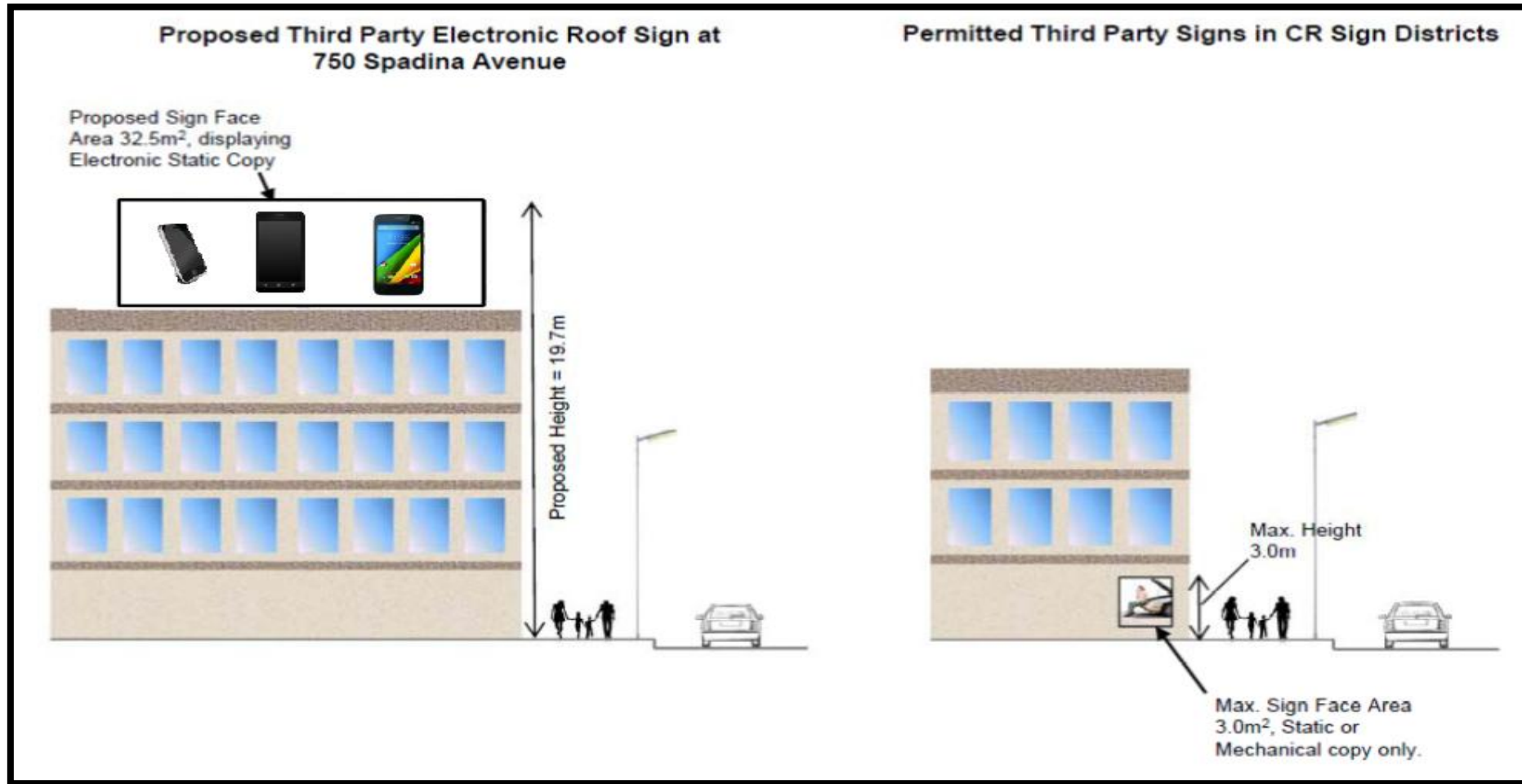


Applications:

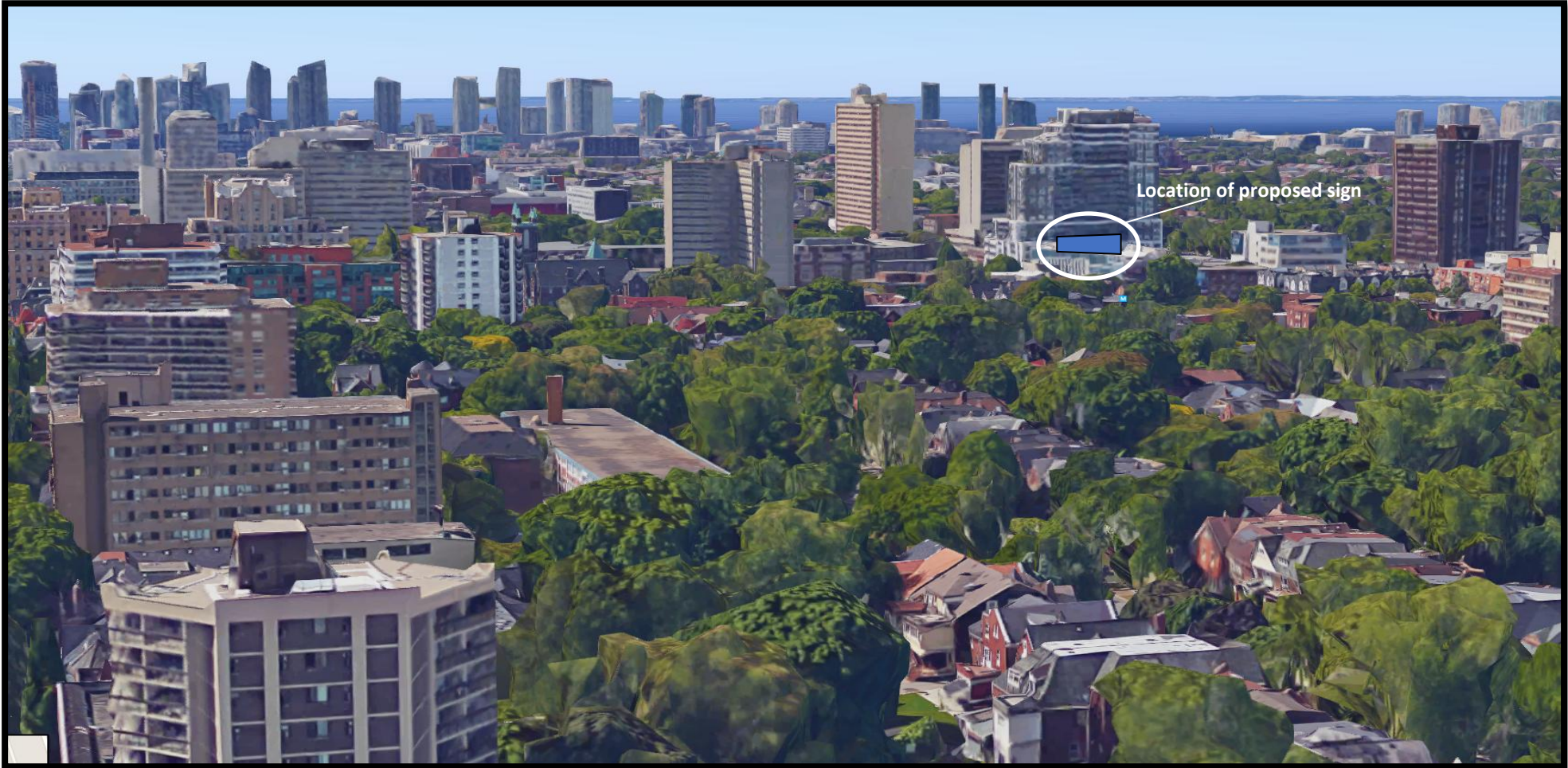
750 Spadina Avenue



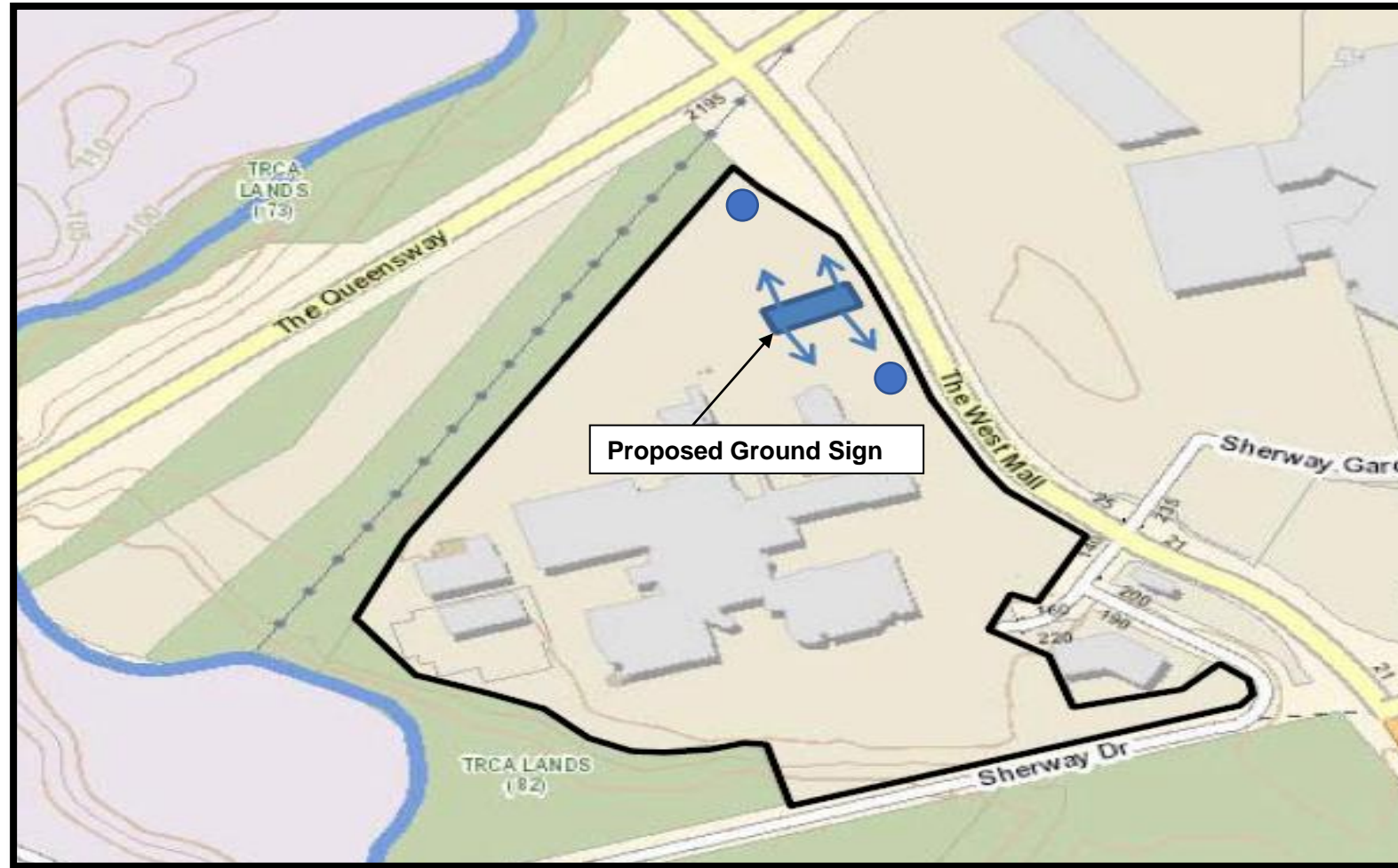
750 Spadina Avenue



750 Spadina Avenue

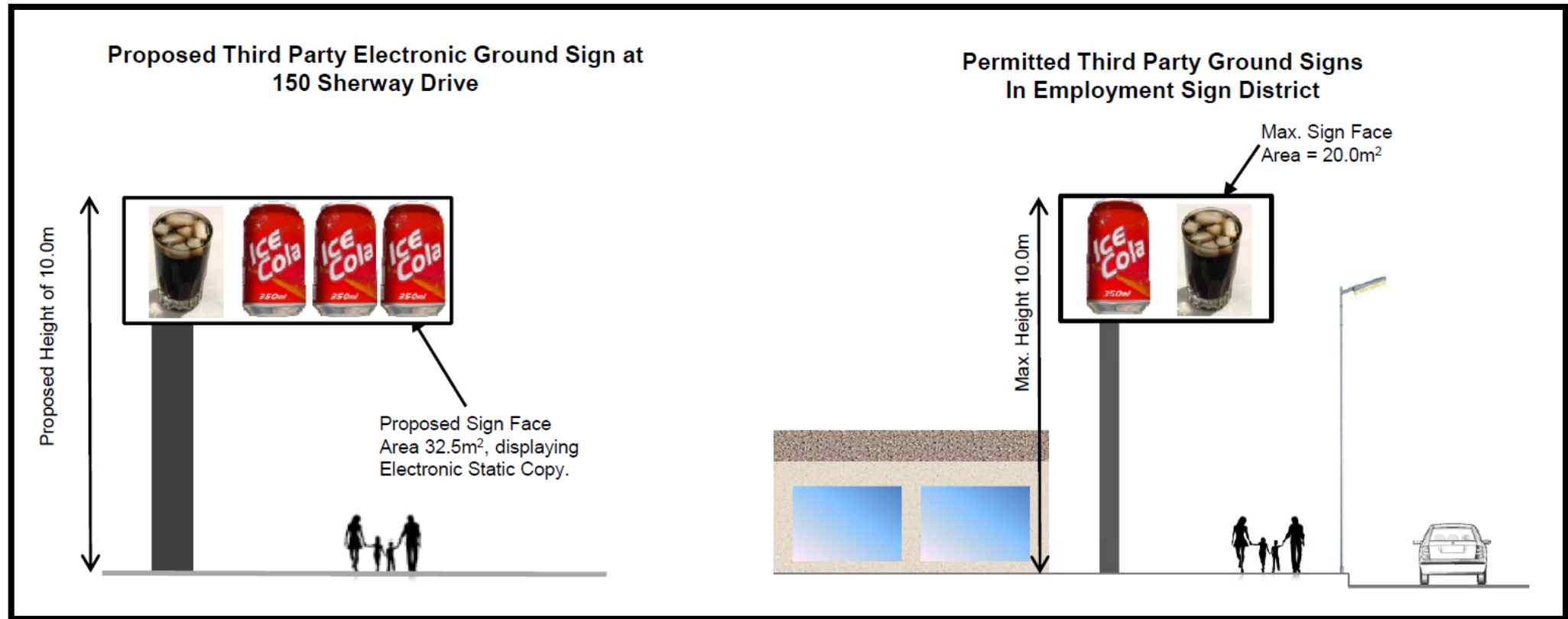


150 Sherway Drive

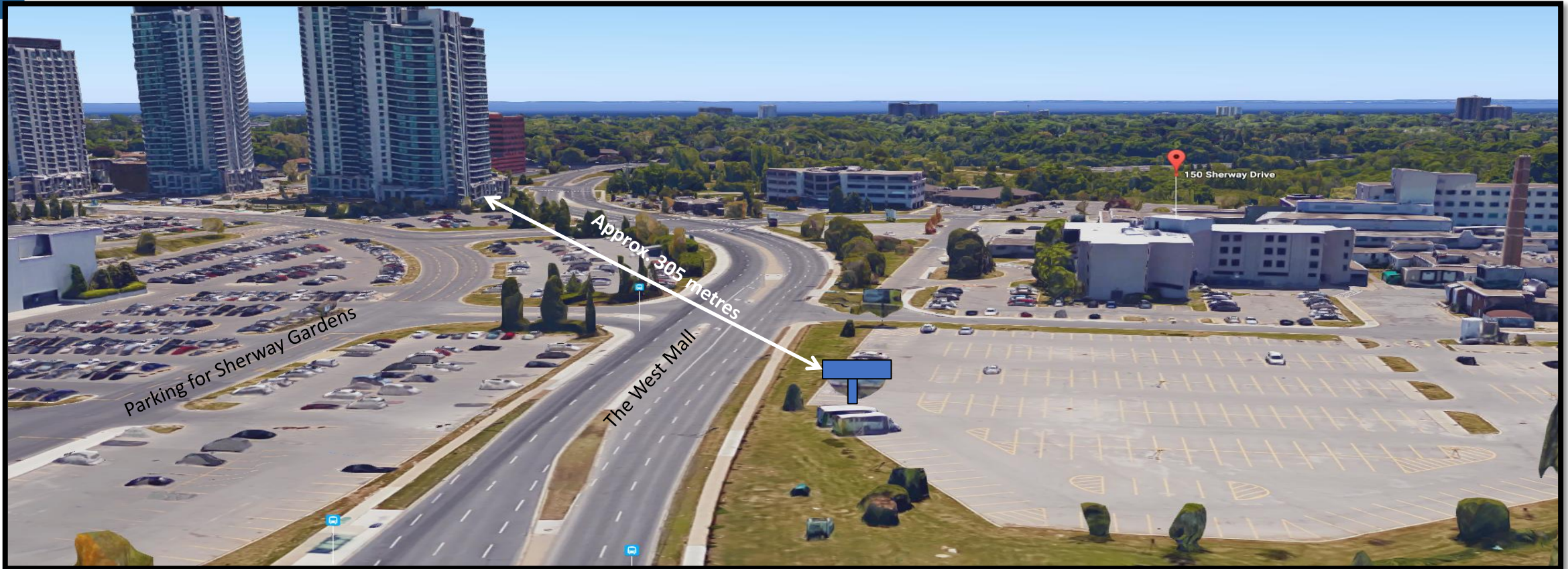


● Additional Ground Signs on the property

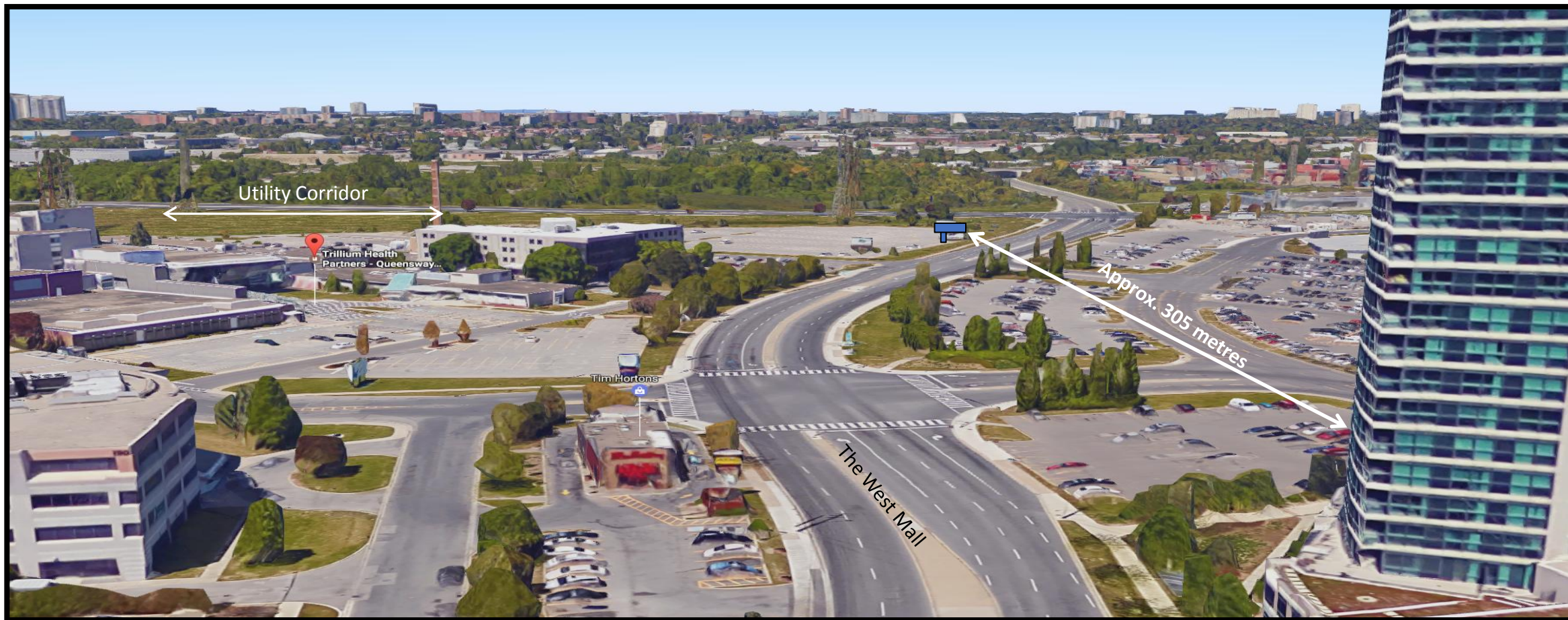
150 Sherway Drive



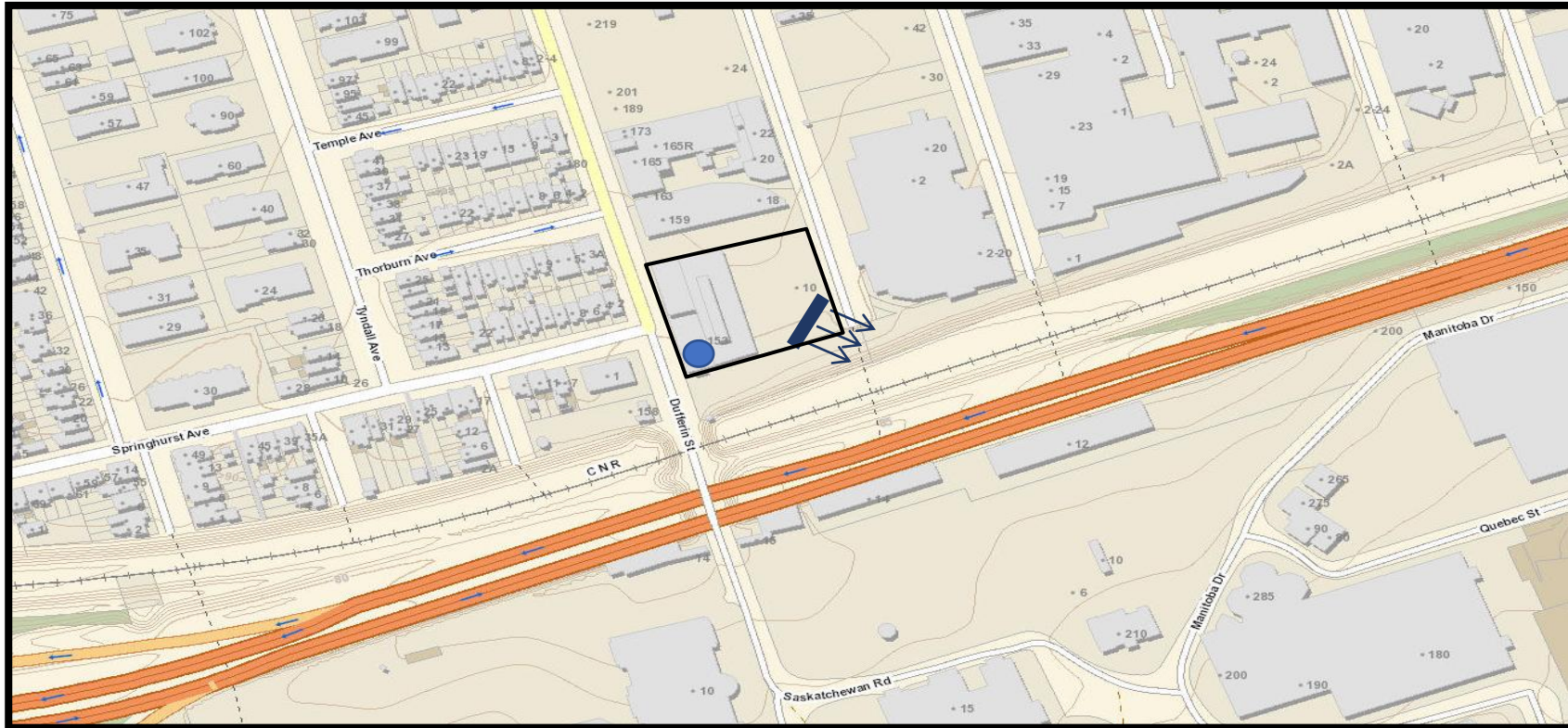
150 Sherway Drive – Visibility of Sign to Nearby Buildings (Looking South)



150 Sherway Drive – Visibility of sign to Nearby buildings (Looking North)

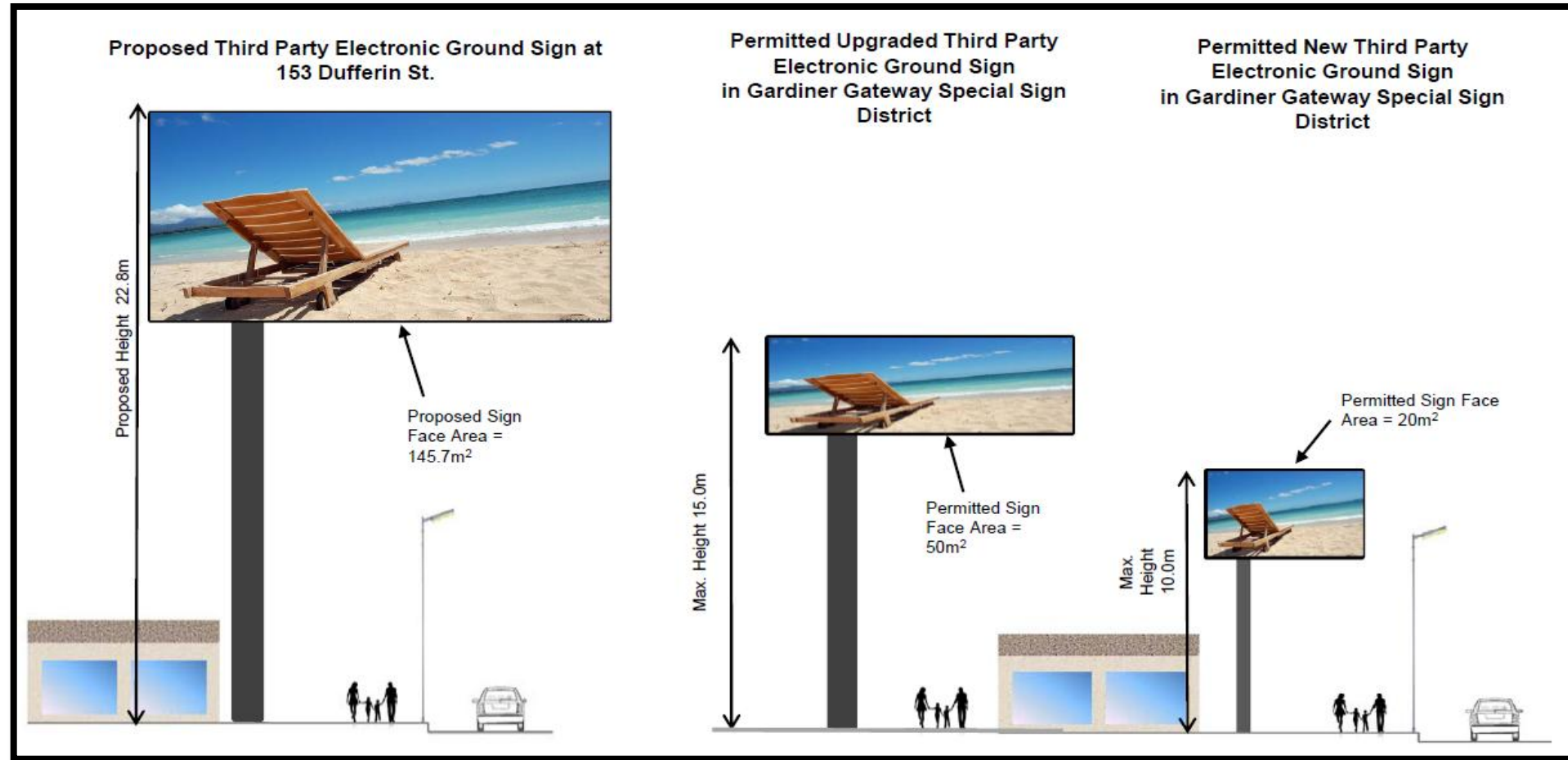


153 Dufferin Street



● Existing roof sign to be removed

153 Dufferin Street



153 Dufferin Street – Visibility of sign to nearby residential buildings



153 Dufferin Street



Existing Static Signs



Existing Electronic Signs



Proposed Electronic Sign

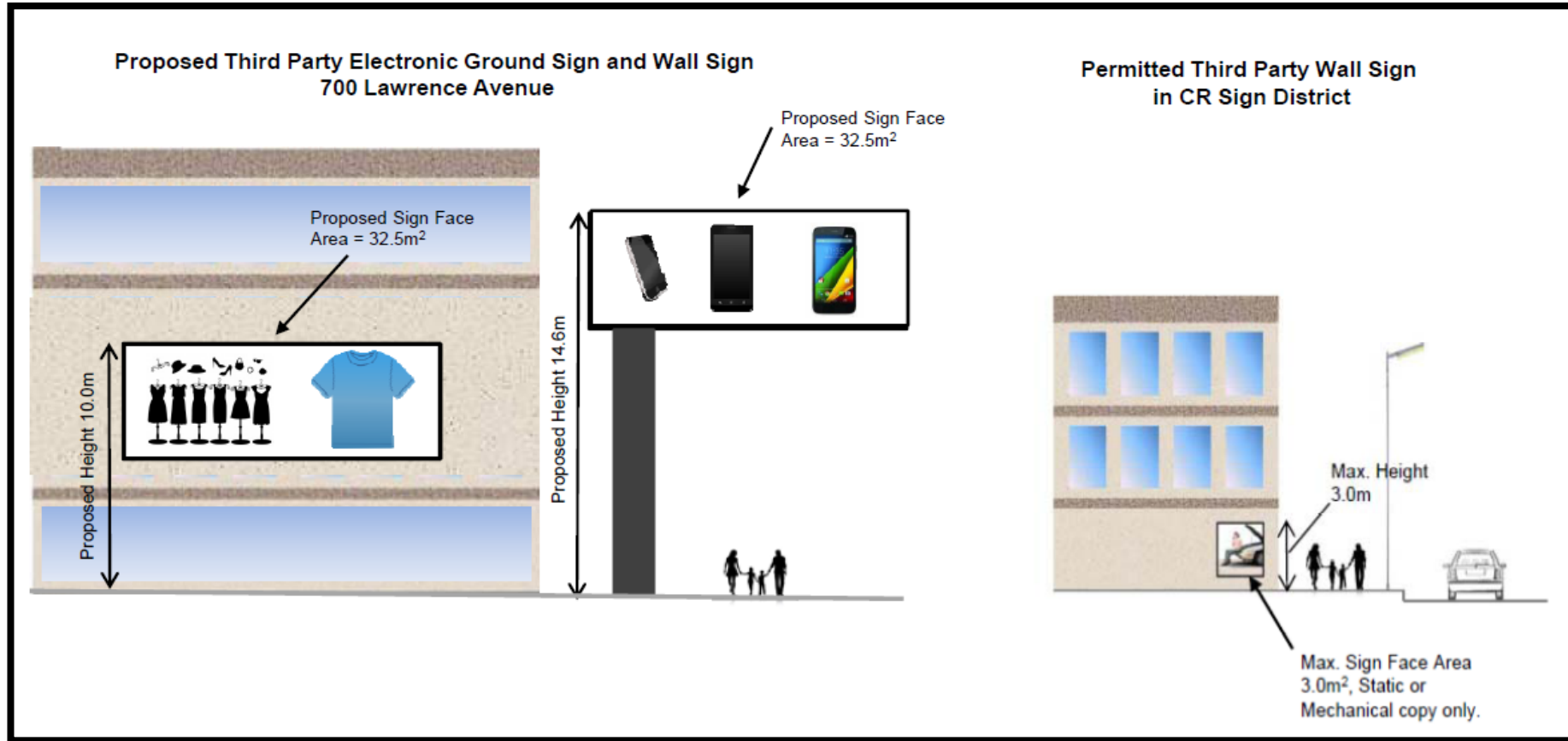


Electronic Signs of similar size to proposed

700 Lawrence Avenue West



700 Lawrence Avenue West



700 Lawrence Avenue West

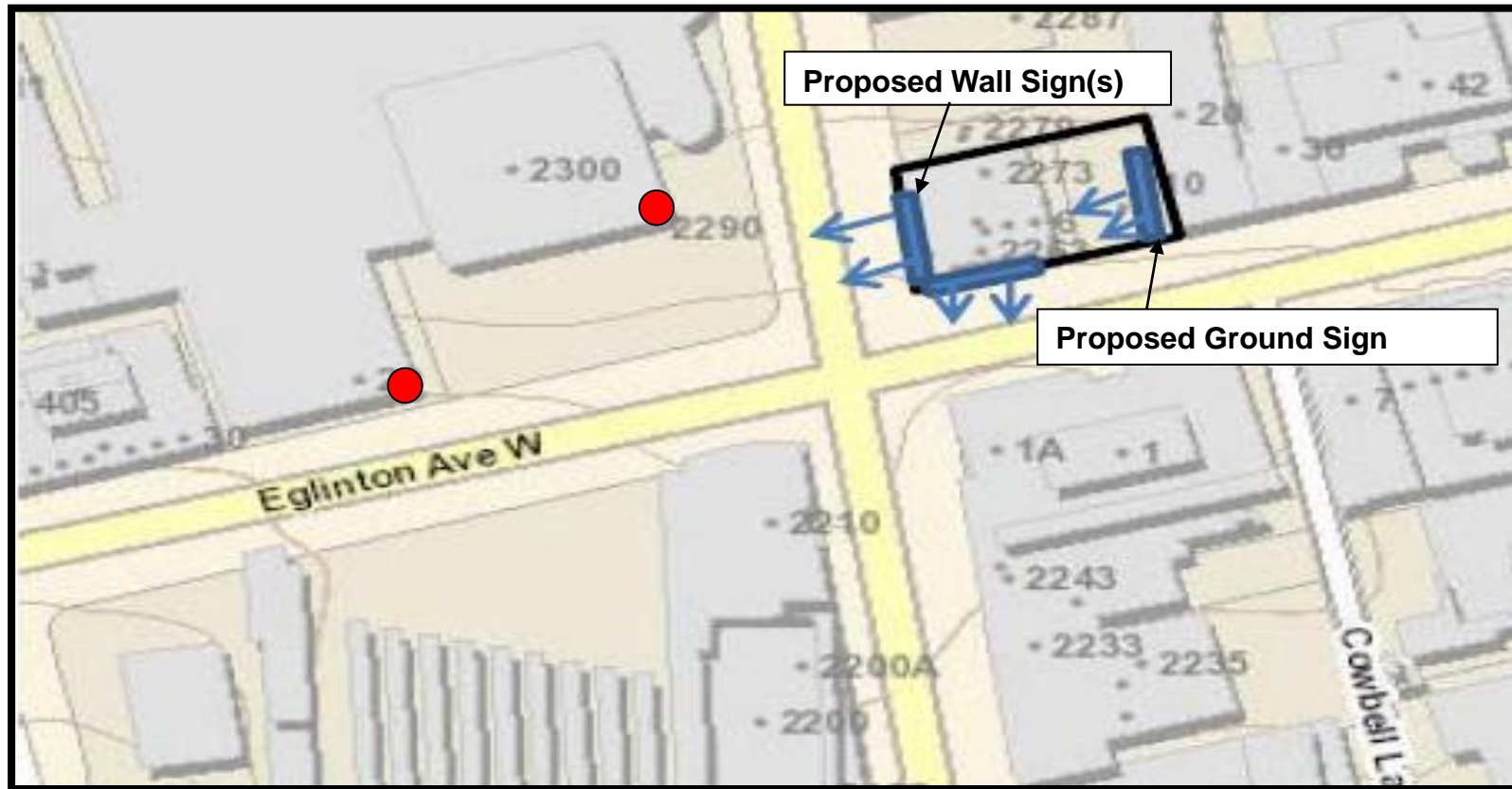


Proposed Electronic Ground Sign (approximate location)



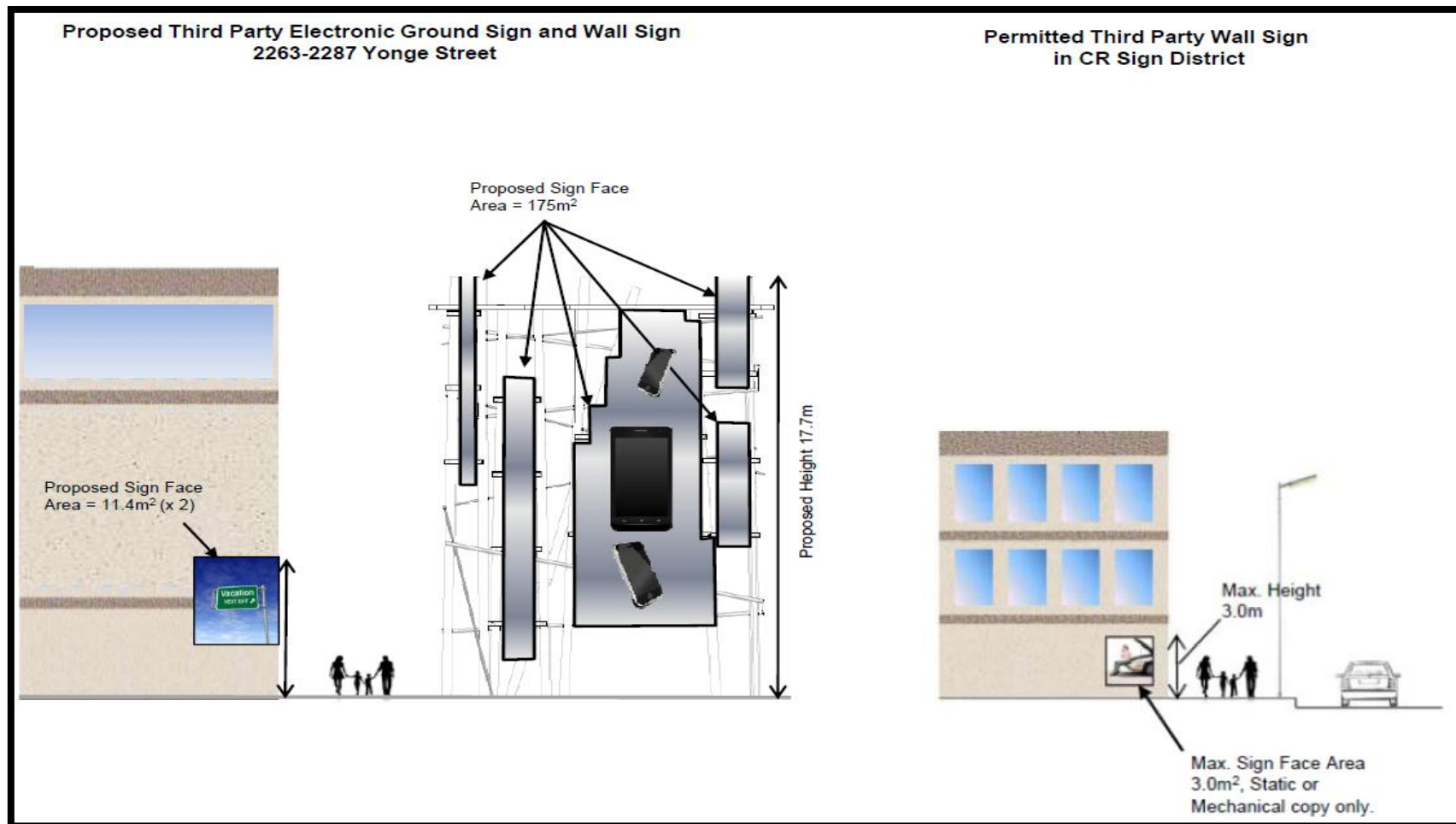
Proposed Electronic Wall Sign (approximate location)

2263-2287 Yonge Street



● Existing Electronic Wall Signs

2263-2287 Yonge Street



2263-2287 Yonge Street



Proposed Electronic Signs



Existing Electronic Signs

2 Strachan Avenue

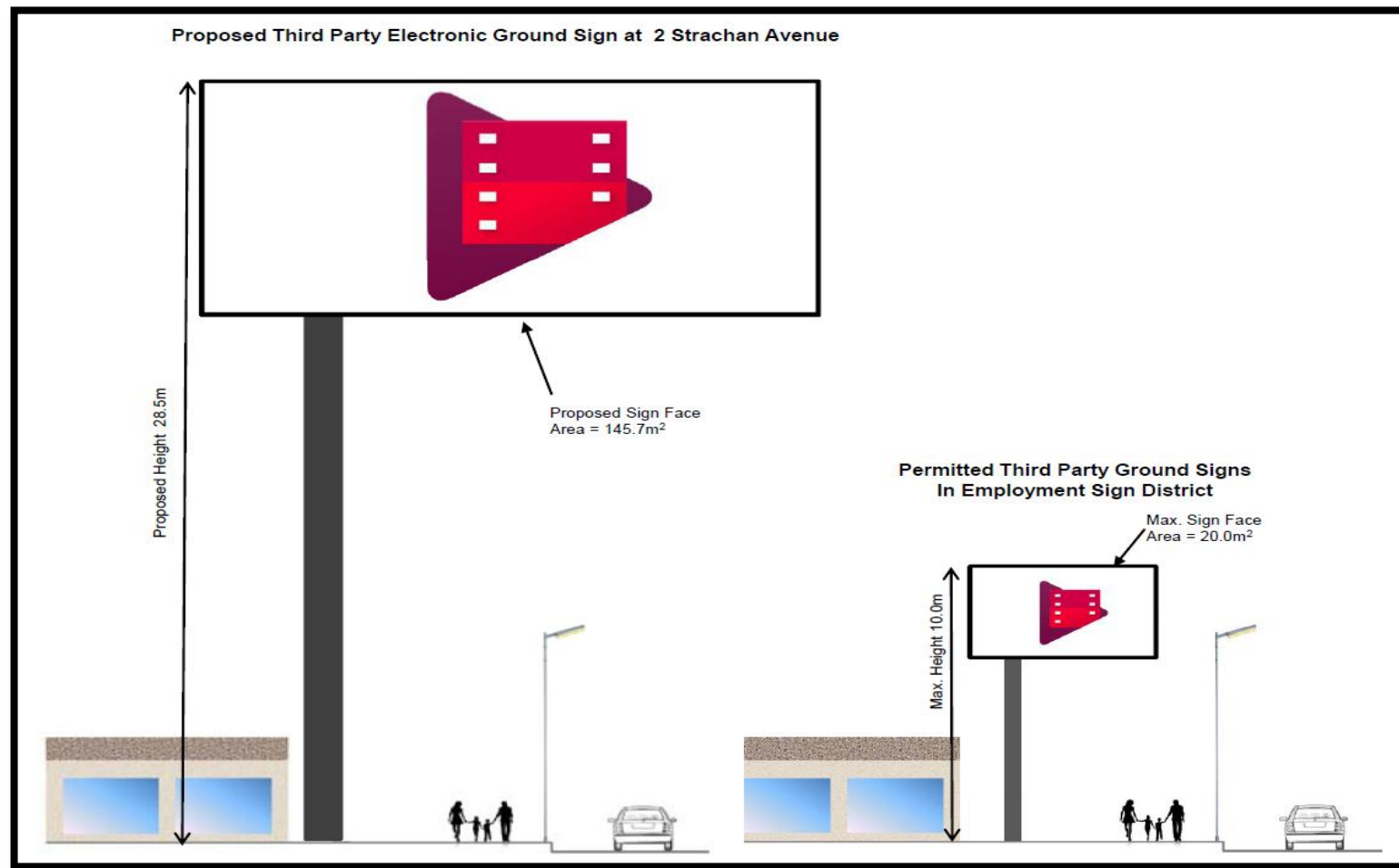


Existing Residential Buildings



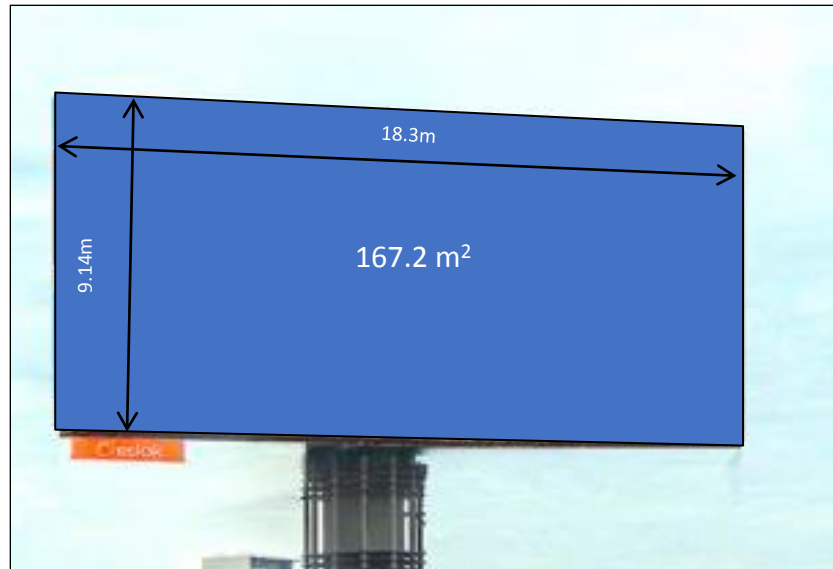
Gardiner Gateway Special Sign District

2 Strachan Avenue

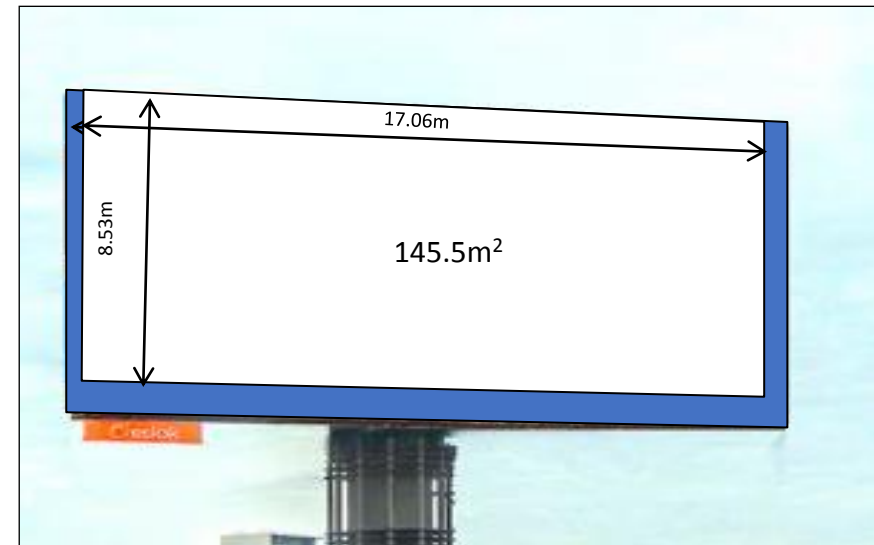


2 Strachan Avenue

2016 Proposal – Refused By Council



Current Proposal



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