



May 24, 2017

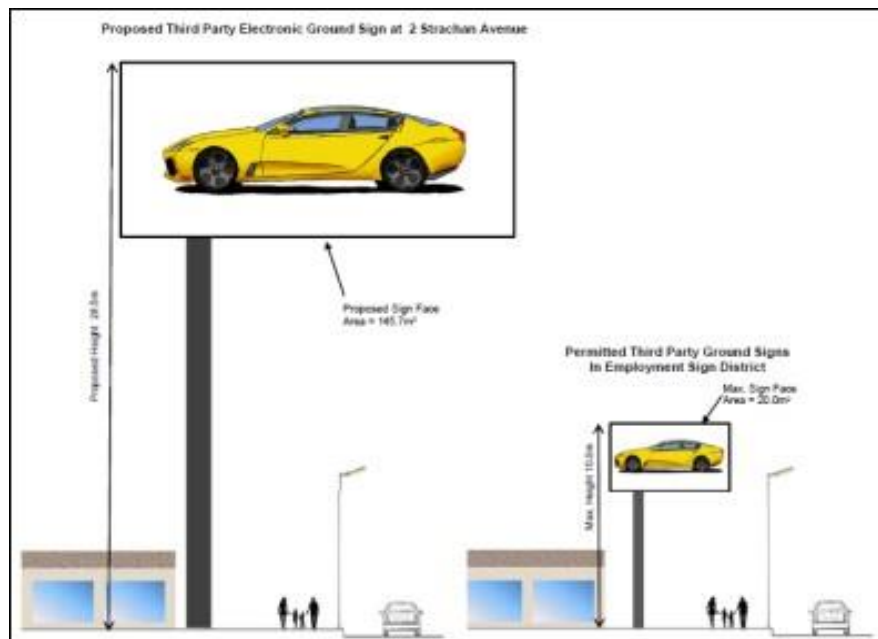
**Re: 2 Strachan Avenue Sign By-law Amendment Application (PG21.9)**

Dear Chair and Planning and Growth Committee Members,

I am writing to urge the Committee to reject the application by Astral Out-Of-Home to amend the Sign By-law for their third party ground sign at 2 Strachan Avenue in Ward 19.

The surrounding neighbourhood is largely residential and will only continue to gain density as approved developments come online in the coming years. At it's present configuration, the sign results in regular concerns about illumination and light pollution to my office from surrounding residents. The requested amendment, if approved, would see the two electronic sign faces become approximately 2.5 times bigger and as such, would certainly result in an increase in light pollution and negative impacts to the quality of life of Liberty Village and Fort York neighbourhood residents.

Further, the sign is located in an Open Space Sign District where third party signs are not permitted. In fact, the proposed sign would be almost 8 times larger than what the Sign By-law would permit for electronic signs in Employment Areas. The below image demonstrates what would be permitted in Employment Areas.





The proposed sign does not come close to meeting these or other provisions for third party ground signs listed in the Sign By-Law, including height, distance to highways, and sign face orientation. The below table measures the proposal against the Sign By-law provisions.

Proposed Sign Measured Against Third Party Electronic Ground Sign Provisions			
Item	Required	Proposed	Comments
<b>Sign District Designation</b>	Gardiner Gateway Special Sign District ("GG-SSD")	OS-Open Space Sign District	<ul style="list-style-type: none"> <li>Third party electronic ground signs are permitted in the "GG-SSD"</li> <li>Third party signs are not permitted in the "OS" Sign District</li> </ul>
<b>Sign Face Area</b>	20.0 m <sup>2</sup>	145.7 m <sup>2</sup>	<ul style="list-style-type: none"> <li>Almost 8 times larger than permitted</li> </ul>
<b>Sign Height</b>	10 metres	28.5 metres	<ul style="list-style-type: none"> <li>Almost 3 times taller than permitted</li> </ul>
<b>Distance to Highway</b>	400 metres	<14 metres	<ul style="list-style-type: none"> <li>Located 386 metres closer to the Gardiner than permitted</li> </ul>
<b>Area-Specific Restriction</b>	No third party signs permitted within Fort York Historic District	Third party ground sign within an area-specific restriction	<ul style="list-style-type: none"> <li>No third party signs permitted within this area</li> </ul>
<b>Distance to Other Third Party Signs</b>	150 metres	Compliant	<ul style="list-style-type: none"> <li>In-line with requirements</li> </ul>
<b>Distance to Other Third Party Electronic Signs</b>	500 metres	<ul style="list-style-type: none"> <li>±300 metres to third party electronic roof sign at Ricoh Coliseum</li> <li>±325 metres to third party electronic ground sign north of the Gardiner</li> </ul>	<ul style="list-style-type: none"> <li>Located 200 metres closer to other third party electronic roof signs and 175 metres closer to other third party electronic ground signs than permitted</li> </ul>
<b>Distance to Sensitive Land Uses</b>	60 metres	<ul style="list-style-type: none"> <li>0 metres to "OS"</li> <li>30 metres to adjacent "OS"</li> </ul>	<ul style="list-style-type: none"> <li>Located within an "OS" Sign District</li> <li>30 metres closer than permitted to an adjacent "OS" Sign District</li> </ul>
<b>Facing Sensitive Land Uses</b>	250 metres	<ul style="list-style-type: none"> <li>0 metres to "OS"</li> <li>30 metres to adjacent "OS"</li> <li>120 metres to "I"</li> </ul>	<ul style="list-style-type: none"> <li>Third party ground sign faces sensitive land uses (not permitted)</li> </ul>
<b>Sign Face Orientation</b>	Back-to-back	"V-Shaped"	<ul style="list-style-type: none"> <li>Not in-line with required configuration</li> </ul>

For the above reasons, I urge the committee to reject the amendment being requested by the applicant.

Sincerely,

Mike Layton  
City Councillor  
Ward 19, Trinity-Spadina