



Ulli S. Watkiss  
City Clerk

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## **Area-Specific Amendment to the City's Sign By-law – 2378-2410 Eglinton Avenue East City of Toronto Act, 2006 Public Notice**

Notice is given that the Chief Building Official and Executive Director, Toronto Building, is reporting on a proposed amendment to Municipal Code Chapter 694, Signs, General (the "Sign By-law"), to amend the Sign By-law to allow for, and regulate, the display of one third party electronic ground sign at the premises municipally known as 2378-2410 Eglinton Avenue East.

The proposed amendment seeks to add an area-specific amendment to the Sign By-law for the premises municipally known as 2378-2410 Eglinton Avenue East to replace the existing regulations for third party signs allowed on the premises, with regulations that would allow and regulate the following third party sign:

- One third party electronic ground sign containing two sign faces, with one sign face displaying electronic static copy in an easterly direction and one sign face displaying static copy in a westerly direction, each measuring 6.1 metres horizontally by 3.05 metres vertically, with a total sign face area of 18.6 square metres for each sign face; and, a height (highest point of the sign measured from grade) of 10.0 metres.

The proposed amendment would also modify the permitting regime for 2378-2410 Eglinton Avenue East by including an additional requirement that two existing third party ground signs located at 2378-2410 Eglinton Avenue East, be removed prior to a sign permit being issued for third party signs on the premises, and that applicable sign permit regulations would be also modified by extending the initial permit term from five to ten years.

**The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse to add the area-specific amendment to the Sign By-law for 2378-2410 Eglinton Avenue East.**

The Planning and Housing Committee may recommend that the Council of the City of Toronto amend the Sign By-law, to amend Schedule B, Signage Master Plans and Area Specific Amendments, to add a new area specific amendment to Schedule B, Signage Master Plans and Area Specific Amendments, to allow 2378-2410 Eglinton Avenue East to contain, in addition to the signs otherwise permitted, the third party electronic ground sign.

At its meeting to be held in Toronto City Hall, Committee Room 1, on May 28, 2019 commencing at 10:30 a.m., or as soon as possible thereafter, the Planning and Housing Committee of Toronto City Council will hear in person or by his or her counsel, agent or solicitor, any person who wishes to speak to the matter.

To obtain or view a copy of the report outlining the proposed amendments, you may view the Planning and Housing Committee agenda at [www.toronto.ca/legdocs/agendas.html](http://www.toronto.ca/legdocs/agendas.html), as of May 21,

2019. To submit comments or make a presentation to the Planning and Housing Committee on May 28, 2019 please contact the Committee no later than 12:00 p.m. on May 27, 2019:

Planning and Housing Committee  
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To ask questions regarding the content of the report, contact:

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Ground Floor, East Tower  
Toronto ON M5H 2N2  
Telephone: 416-392-4113

Ted Van Vliet  
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Any comments received after the Committee meeting will be forwarded to Council.

If this matter is postponed at the Committee meeting or Council meeting, or considered at a subsequent Committee or Council meeting, no additional notice will be provided other than the information on the subsequent Committee or Council agenda. Please contact the above City officials if you require notice in these cases.

**Notice to people writing or making presentations at the Planning and Housing Committee:**

The City of Toronto Act, 2006, and the City of Toronto Municipal Code authorize the City of Toronto to collect any personal information in your communication or presentation to City Council or its committees.

The City collects this information to enable it to make informed decisions on the relevant issue(s). If you are submitting letters, faxes, e-mails, presentations or other communications to the City, you should be aware that your name and the fact that you communicated with the City will become part of the public record and will appear on the City's website. The City will also make your communication and any personal information in it - such as your postal address, telephone number or e-mail address - available to the public.

Many Committee, Board and Advisory Body meetings are broadcast live over the internet for the public to view. If you speak at the meeting you will appear in the video broadcast. Video broadcasts are archived and continue to be publicly available.

Questions about the collection of this information may be directed to the City Clerk's Office at 416-397-4579.

Dated at the City of Toronto this 17<sup>th</sup> day of May, 2019.

Ulli S. Watkiss  
City Clerk