

## City of Toronto Act, 2006 Public Notice

### Notice of Proposal to Amend the City of Toronto Municipal Code: Chapter 694, Signs, General (the "Sign By-law")

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 allow for, and regulate, the display of one third party electronic ground sign at the premises municipally known as 2 Strachan Avenue.

The proposed amendment seeks to:

1. Modify the existing area-specific amendment to the Sign By-law for the premises municipally known as 2 Strachan Avenue to change the applicable Sign By-law regulations to allow specific portions of the premises to contain the following signs:
  - Two third party electronic ground signs, each containing four sign faces in a back-to-back configuration; two sign faces will display electronic static sign copy measuring 6.1 metres horizontally by 6.1 metres vertically, with a total sign face area of 37.21 square metres each; and, two sign faces displaying static sign copy measuring 6.1 metres horizontally and 0.46 metres vertically, with a total sign face area of 2.8 square metres each; located along the southerly and westerly property frontages; and, a height (highest point of the sign measured from grade) of 10.92 metres; and,
  - First party signs, in accordance with Section 694-24(H) of the Sign By-law.

The Chief Building Official and Executive Director, Toronto Building, is recommending that the Council of the City of Toronto refuse the area-specific amendment to the Sign By-law, for 2 Strachan Avenue.

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 modify the existing area specific amendment to Schedule B, Signage Master Plans and Area Specific Amendments, to allow the specific premises to contain, two third party electronic ground signs and first party signs, in accordance with Section 694-24(H) of the Sign By-law.

At its meeting to be held via video conference on Thursday, May 20, 2021 at 9:30 a.m., or as soon as possible thereafter, the Planning and Housing Committee of Toronto City Council will hear from any person or by his or her counsel, agent, or solicitor, 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

<http://app.toronto.ca/tmmis/decisionBodyProfile.do?function=doPrepare&decisionBodyId=1943#Meeting-2021.PH23>.

To submit comments or make a presentation to the Planning and Housing Committee on Thursday, May 20, 2021, as a courtesy, please contact the Committee no later than 12:00 p.m. on Wednesday, May 19, 2021:

Planning and Housing Committee  
Toronto City Hall, 100 Queen Street West  
10<sup>th</sup> Floor, West Tower, Toronto, ON, M5H 2N2  
Telephone: 416-397-4579; Fax: 416-392-2980  
Email: [phc@toronto.ca](mailto:phc@toronto.ca)

To ask questions regarding the content of the report, please contact:

Ted Van Vliet  
Manager, Sign By-law Unit, Toronto Building  
100 Queen Street West, Ground Floor, East Tower  
Toronto ON M5H 2N2  
Telephone: 416-392-4235  
Email: [Ted.VanVliet@toronto.ca](mailto:Ted.VanVliet@toronto.ca)

Any comments received after the Committee meeting will be forwarded to City Council.

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

The Planning and Housing Committee will make its final recommendations on May 20, 2021 which will be forwarded to City Council for its meeting on June 8, 2021.

**Notice to people writing or making presentations to 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, unless you expressly request the City to remove it.

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.

If you want to learn more about why and how the City collects your information, write to the City Clerk's Office, Toronto City Hall, 100 Queen Street West, Toronto ON, M5H 2N2 or call 416-397-4579.

Dated at the City of Toronto this May 12, 2021.

John D. Elvidge  
City Clerk