

Impact of PH34.16 on Housing Now Site

Date: July 12, 2022

To: City Council

From: City Manager

Wards: 17 - Don Valley North

SUMMARY

At its meeting on June 15 and 16, 2022, City Council deferred item PH34.16 (Area-Specific Amendments to the Sign By-law: Six locations within the Bala Subdivision, the Oakville Subdivision and the Kingston Subdivision) to the July 19 and 20, meeting of City Council to allow the City Manager to consult with CreateTO on the impact of the proposed area specific amendment to Chapter 694, Signs, General (the "Sign By-law") on the Housing Now site and report to Council on the results.

The Housing Now site is located at 251 Esther Shiner Boulevard in the North York Community Council District. It is bounded by the 401 to the South, the Bala Subdivision to the West, Leslie Street to the East and Esther Shiner Boulevard to the North.

This site is in the early stages of the development process with submissions for a Zoning By-Law Amendment, an Official Plan Amendment and a draft Plan of Subdivision projected in 2023 and occupancy not anticipated to commence before 2027.

In the staff report PH34.16, the Chief Building Official and Executive Director, Toronto Buildings recommends the refusal of the application for an area-specific amendment to the Sign By-law, based on a number of issues under their purview and cites the potential impact to the Housing Now site. Based on a review done by CreateTO of the existing conditions impacting the Housing Now site and of the details in the proposed amendment to the Sign By-law regarding the additional third party sign it would allow and regulate (the "Proposed Sign"), such as its size and direction, potential light impact, as well as the provisions of the Sign By-law that will apply to the Proposed Sign which are intended to mitigate its effects, its unclear whether there will be any additional incremental impact to the land value of the Housing Now site with the addition of the proposed sign.

RECOMMENDATIONS

The City Manager recommends that City Council receive this report for information.

FINANCIAL IMPACT

There is no financial impact for this report.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial implications as identified in the Financial Impact Section.

DECISION HISTORY

At its meeting on June 15 and 16, 2022, City Council deferred item PH34.16 (Area-Specific Amendments to the Sign By-law: Six locations within the Bala Subdivision, the Oakville Subdivision and the Kingston Subdivision) to July 19 and 20, meeting of City Council to allow the City Manager to consult with CreateTO on the impact of the proposed area specific amendment to Chapter 694, Signs, General (the "Sign By-law") on the Housing Now site and report to Council on the results.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2022.PH34.16>

COMMENTS

The Housing Now site is located at 251 Esther Shiner Boulevard in the North York Community Council District. It is bounded by the 401 to the South, the Bala Subdivision to the West, Leslie Street to the East and Esther Shiner Boulevard to the North. The site is designated as Mixed-Use in the Official Plan and the Zoning is M2, Industrial Zone Two in the former North York By-Law No. 7625. In order to permit the development of the new Housing Now site, CreateTO will seek to obtain a Zoning By-Law Amendment, an Official Plan Amendment and a draft Plan of Subdivision ("Planning Approvals") for which the submissions are projected for 2023.

Following the planning approvals, a number of milestones remain before the Housing Now site would be ready to be occupied, including, the market offering process to secure a developer partner, site plan approval, and construction of the development. Occupancy is not anticipated to commence before 2027.

The Housing Now site at 251 Esther Shiner Boulevard is currently used as a city yard supporting a number of industrial uses. Because of the site's unique geography and the site's adjacent uses, the site is already impacted. Some of these adjacencies include:

- the close proximity to Highway 401, both the westbound lane on the South and the on-ramp to the highway from Leslie Street to the East. As a result of the site's adjacency to the 401, there is an impact from both the noise of the vehicular traffic and from the lights that illuminate the highway.
- the location of the rail corridor directly to the West of the site which operates trains daily starting at 6:20 am.

- the Fire Station located on the North-East corner of the site which will remain operational during construction and once the Housing Now development is completed.
- the premises to the West of the Housing Now site at 15 Provost Drive is an IKEA store with a first party ground sign with three sign faces, which due to its approximate 14 metre height can be seen from both the highway and 251 Esther Shiner Boulevard.

As directed by City Council, the City Manager consulted with CreateTO on a review of the potential impact of the proposed area specific amendment on the Housing Now site at 251 Esther Shiner Boulevard.

In conducting this review, CreateTO also considered the existing impacts to the site (as outlined above) to determine if there would be any net negative incremental impact from the sign on the land value of the site. To try and determine the specific impact of the Proposed Sign, CreateTO considered details regarding the Proposed Sign, its size and direction, light impact and as well as the provisions of the Sign By-law that will apply to the Proposed Sign which are intended to mitigate its effects on neighbouring and adjacent premises.

In CreateTO's review of the documents submitted to support the area specific amendment, the Proposed Sign will be erected so that each face of the sign will be facing towards the highway at an angle where it will form a "V". The opening or top of the "V" will face the Housing Now site. The area-specific amendment to the Sign By-law, would require the Proposed Sign to comply with some of the standard provisions of the Sign By-law intended to mitigate light impacts from signs. For example, the Proposed Sign would be required to be turned off between the hours of 11:00 pm and 7:00 am each day.

After reviewing the existing impacts to the site and details of the Proposed Sign's installation and operations, it is unclear, in the view of CreateTO staff, whether there will be any additional incremental impact to the land value of the Housing Now site with the addition of the Proposed Sign.

In addition to the potential impact to the Housing Now site, the report from the Chief Building Official and Executive Director, Toronto Buildings in PH34.16 recommends the refusal of the application for a proposed area-specific by-law amendment based on a number of issues under their purview to consider.

Based on a review done by CreateTO of the existing conditions impacting the Housing Now site and of the details in the proposed amendment to the Sign By-law regarding the Proposed Sign, it is unclear whether there will be any additional incremental impact to the land value of the Housing Now site with the addition of the proposed sign.

CONTACT

Vic Gupta, CEO, CreateTO, 416-981-2879, vgupta@createto.ca

SIGNATURE

Chris Murray
City Manager