



April 4, 2014  
Nancy Martins  
City of Toronto  
10th floor, West Tower, City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2

By email: [pgmc@toronto.ca](mailto:pgmc@toronto.ca)

**Re: PG 32.2 - Electronic and Illuminated Sign Study and Recommendations for Amendments to Chapter 694 of the Municipal Code.**

Dear Councillors Colle, Filion, Milzyn, Nunziata, Stintz and Vaughan,

The ABC Residents Association participated in the recent consultation meetings facilitated by the City Bylaw staff and have reviewed the staff recommendations regarding regulations for illuminated and electronic signs. We want to thank this committee for the deferral and most particularly, to thank Ted Van Vliet and his staff for their patience and assistance helping us understand the implications of their proposals. They have been open and accessible to our requests for information during our review of these dense and rather complex regulations.

The staff recommendations before the committee have responded to a number of the concerns raised by residents and hope they will be approved by the Committee:

- Increased public notification and community meetings for signs displaying electronic sign copy.
- Changes to Illumination Levels for all signs and reduction of image transition and animation times.
- Reduction in hours of illumination to 9 PM for signs located in Residential Sign Districts and all signs within 30 metres of Residential Sign Districts.
- We also support the changes for Residential and Open Space Sign Districts although we consider the size permitted is still too large and would be better reduced to 3 square meters.
- Particularly important are the recommendations not to allow third party electronic signs in CR Sign Districts and the regulations to size and placement regulations for third party static and mechanical signs in CR Districts.
- We agree that the annual reporting on proposed amendments to the Sign Bylaw is important to evaluate the impacts of Sign Bylaw amendment applications.

**However, we still have concerns with the Staff Recommendation to allow Third Party Electronic signs in Commercial, Employment and Utility Sign Districts.**

It has become evident that it is time the City reviewed the designations of the various sign districts to insure they are compatible with the changes to residential intensification happening in the City.

Examples include:

- The Lakeshore District is largely in an Employment Sign District which could allow very large electronic third party signs. It is however undergoing a change to residential, retail and recreational use and should be appropriately designated.
- The area around the University of Toronto and The MacDonald Block is presently designated as a C Sign District which has fewer sign restrictions than CR Sign Districts and could permit large electronic third party signs unsuitable for this area.

Rather than approving the staff recommendations to allow Third Party Electronic signs in C, E and U sign districts. We strongly recommend these sections of the report not be approved today.

**Rather we ask that the committee:**

**Request the Chief Building Official and Executive Director, Toronto Building to complete a review of special sign districts and area specific restrictions for signage throughout the city and report to the Planning and Growth Management Committee in 2015 on amendments to any Chapter 694 of the Toronto Municipal Code that may be required as a result of the review.**

We thank you for your consideration of this suggestion and hope for your support.

Sincerely yours,  
John Caliendo & Ian Carmichael  
Co Presidents,  
ABC Residents Association.

cc  
Councillor Wong Tam  
Ted Van Vliet, City Sign Bylaw Unit.