

**Variance from Chapter 297, Signs,  
of the Former City of Toronto Municipal Code -  
159 Cumberland Avenue (Midtown)**

*(City Council on December 14, 15 and 16, 1999, amended this Clause, by adding thereto the following:*

*“It is further recommended that the Applicant be required to contribute the sum of \$1,000.00 to the Midtown Tree Project under the jurisdiction of the Urban Forestry Program.”)*

**The Toronto Community Council recommends that:**

- (1) City Council approve Application No. 999085 for minor variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit an illuminated fascia sign, for identification purposes, on the north elevation of the building at 159 Cumberland Avenue, on condition that the sign shall not be erected above 10 metres from grade level; and**
- (2) The applicant be advised, upon approval of Application No. 999085, of the requirement to obtain the necessary permits from the Commissioner of Urban Planning and Development Services.**

**The Toronto Community Council submits the following report (November 17, 1999) from the Acting Commissioner of Urban Planning and Development Services:**

Purpose:

To review and make recommendations for an application for minor variances to permit an illuminated fascia sign, for identification purposes, on the north elevation of the building at 159 Cumberland Avenue.

Financial Implications:

There are no financial implications resulting from the adoption of the report.

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 999085 for minor variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit an illuminated fascia sign, for identification purposes, on the north elevation of the building at 159 Cumberland Avenue.

- (2) The applicant be advised, upon approval of Application No. 999085, of the requirement to obtain the necessary permits from the Commissioner of Urban Planning and Development Services.

Comments:

The property is located west of Avenue Road, on the south side of Cumberland Avenue in a (CR) mixed-use zone district. The property contains “ Alliance Atlantis Cinema – Cumberland Four”. The applicant is requesting permission to erect an illuminated fascia sign, for identification purposes, on the north elevation of the building. The proposed sign is 7.32 metres long and 4.57 metres high with an area of 33.45 m<sup>2</sup> (see Figure 1 & 2).

The sign does not comply with Chapter 297 of the Municipal Code in the following ways:

1. the proposed sign will be erected above 10 metres from grade; and
2. the area of the proposed fascia sign (33.45 m<sup>2</sup> ) exceeds by 8.45 m<sup>2</sup> the maximum 25.00 m<sup>2</sup> sign area permitted.

Fascia signs are permitted to be located only within the first two storeys of a building and below 10 metres from grade. This sign provision restricts signs to their traditional locations in order to minimize the impact of signage on the building, on the streetscape and on the upper floor residential units in the immediate vicinity.

This is a new proposed illuminated fascia sign format for movie theatres. The vinyl ‘skin’ would be changed regularly to advertise the current film. Although within a mixed-use district, the proposed sign is visible only to commercial uses and the impact of the additional height and signage size variances is minimal in this location. I am therefore recommending approval of this application, as I find the variances requested to be minor and within the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

Norm Girdhar  
Telephone: (416) 392-7209  
Fax: (416) 392-0580  
E-Mail: [ngirdhar@city.toronto.on.ca](mailto:ngirdhar@city.toronto.on.ca)

159 Cumberland Avenue  
Map 1

159 Cumberland Avenue  
Map

159 Cumberland Avenue  
Map 3