

**Variance from Chapter 297, Signs,  
of the Former City of Toronto Municipal Code -  
1540 Bloor Street West (Davenport)**

**The Toronto Community Council recommends that City Council approve Application No. 900069 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, for the replacement of three existing single face roof signs with one back to back illuminated roof sign for third party advertising purposes.**

**The Toronto Community Council submits the following report (September 8, 2000) from the Director, Community Planning, South District:**

Purpose:

To review and make recommendations for an application for minor variances to permit the replacement of three existing single face roof signs with one back to back illuminated roof sign for third party advertising purposes, on the roof of a two-storey commercial building at 1540 Bloor Street West.

Financial Implications:

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

Recommendations:

It is recommended that:

1. City Council refuse Application No. 900069 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code. The application is for the replacement of three existing single face roof signs with one back to back illuminated roof sign for third party advertising purposes.

Comments:

The property is located on the north west corner of Bloor Street West and Dundas Street West, in a mixed-use "MCR" district. The property contains a two-storey commercial building with retail uses at grade level. The applicant is requesting permission to replace three existing single face roof signs for third party advertising purposes, with one back to back illuminated roof sign. Each face of the proposed sign is 12.19 metres long and 3.05 metres high with an area of 37.16 m<sup>2</sup>.

The signs do not comply with Chapter 297 of the Municipal Code in that the illuminated roof signs are not permitted in a mixed-use "MCR" district.

At its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all CR and MCR districts in the former City of Toronto. The prohibition resulted from a study of signage along the City's "Main Streets" which

detailed the unattractive appearance of roof signs within the mixed-use areas. The study also noted impacts on adjacent residential districts, as well as the negative effect on skyline views.

This application clearly contradicts the City's prohibition on new roof signs. In fact, the City's objective is to not allow improvements to existing roof signs which would extend their life-span. There are three legal non-conforming roof signs on the top of this building and it remains appropriate that these signs be removed when this property is redeveloped. Allowing a replacement roof sign, by way of this minor variance application, will undercut the clear intent of City policy. A decision to allow replacement of these non-conforming roof signs improves their marketability for continued long-term use and is inconsistent with City policy.

I am, therefore, recommending refusal of this application, as I find the variances requested to be major and in contravention of the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

Norm Girdhar:	West Section
Telephone:	(416) 392-7209
Fax:	(416) 392-1330
E-Mail:	ngirdhar@city.toronto.on.ca

(4 Maps on file)