

TORONTO STAFF REPORT

April 19, 2001

To: Midtown Community Council

From: Director, Community Planning, South District

Subject: 160 Kendal Avenue, Application No. 901029: Request for approval of minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, upon application by Ryan Gaul/Steel Art Signs Corp., 37 Esna Park Drive, Markham, Ontario, L3R 1C9 on behalf of Facilities Management Department/George Brown College, 200 King Street East, Toronto, Ontario, M5A 3W8 (St. Paul's - Ward 21)

Purpose:

To review and make recommendations for an application for minor variances to permit, for identification purposes, an illuminated fascia sign at the front elevation of the building at 160 Kendal Avenue.

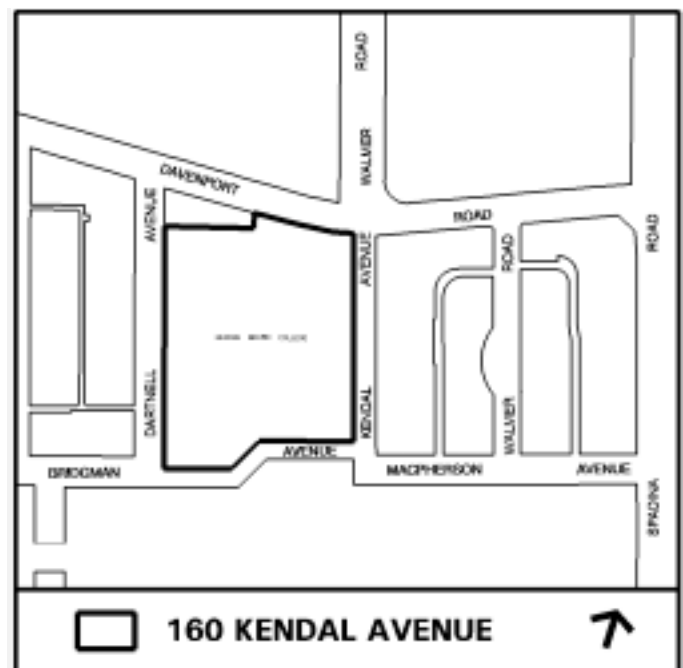
Financial Implications:

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

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 901029 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign at the front elevation of the building at 160 Kendal Avenue; and
- (2) the applicant be advised, upon approval of Application No. 901029, of the requirement to obtain the necessary permits from the



Commissioner of Urban Development Services.

Comments:

The property known as the “Casa Loma Campus” of George Brown College, is located in an institutional “Q” district and it occupies the entire block bounded by Kendal Avenue, Davenport Road, Dartnell Avenue and Bridgeman Avenue. The applicant is requesting permission to erect an illuminated fascia sign on the Kendal Avenue elevation of the building. The sign is 3.80 metres wide and 1.63 metres high with an area of 6.19 square metres (see Attachment No. 1).

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

1. the area of the sign (6.19 square metres) exceeds by 3.69 square metres, the maximum 2.50 square metres sign area permitted; and
2. the height of the proposed sign is more than 2.00 metres.

I am recommending approval of this application as I find the variances requested to be minor and keeping with the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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List of Attachments:

Map (1)