

# TORONTO STAFF REPORT

February 15, 2001

To: Downtown Community Council

From: Director, Community Planning, South District

Subject: 103 (111) Bathurst Street, Application No. 900088: Request for approval of 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 Waddington McLean & Co. Ltd., 111 Bathurst Street, Toronto, Ontario, M5V 2R1 (Trinity-Spadina - Ward 19)

Purpose:

To review and make recommendations for an application for minor variances to permit an addition to an existing fascia sign on the north elevation of the building at 103 (111) Bathurst Street to incorporate an illuminated LED display.

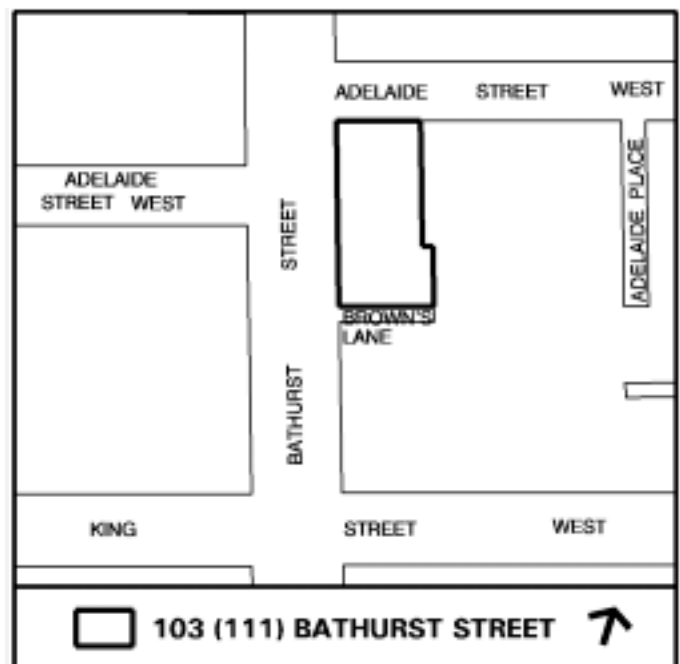
Financial Implications:

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

Recommendations:

It is recommended that:

- (1) City Council approve Application No. 900088 for minor variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated LED fascia sign on the north elevation of the building at 103 (111) Bathurst Street.



- (2) The applicant is advised, upon approval of Application No. 900088, of the requirement to obtain the necessary permits from the Commissioner of Urban Development Services.

Comments:

The property is located on the south-east corner of Bathurst Street and Adelaide Street West in a mixed-use "CR" district. The property contains a two-storey building with retail uses at grade level. The applicant is requesting permission to erect, for identification purposes, an illuminated LED fascia sign on the north elevation of the building at 103 (111) Bathurst Street. The sign is 4.62 metres long and 0.91 metre high, with an area of 4.19 m<sup>2</sup>. (see Attachment 1).

The proposed sign does not comply with Chapter 297 of the Municipal Code in that the fascia sign containing an LED changeable copy will be erected slightly above the permitted height of five metres above grade.

I am recommending approval of this application, as I find the variance requested to be minor and within the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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Beate Bowron  
Director, Community Planning, South District

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List of Attachments:

(Attachment 1)