

Clause embodied in Report No. 12 of the Toronto East York Community Council, as adopted by the Council of the City of Toronto at its regular meeting held on November 26, 27 and 28, 2002.

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**Variations from Chapter 297, Signs,
of the Former City of Toronto Municipal Code -
93-99 Spadina Avenue (Trinity-Spadina, Ward 20)**

(City Council at its regular meeting held on November 26, 27 and 28, 2002, adopted this Clause, without amendment.)

The Toronto East York Community Council recommends that the request for variations to permit one non-illuminated fascia sign for third party advertising purposes at 93 -99 Spadina Avenue be refused.

The Toronto East York Community Council submits the following report (October 22, 2002) from the Director, Community Planning, South District:

Purpose:

To review and make recommendations on a request by Yves Zeitoun with Maxximum Outdoor Inc. for 93-99 Spadina Avenue Partnership Ltd. for approval of variations from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit one non-illuminated fascia sign for third party advertising purposes at the above noted location.

Financial Implications and Impact Statement :

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

Recommendation:

It is recommended that the request for variations to permit one non-illuminated fascia sign for third party advertising purposes at 93-99 Spadina Avenue be refused.

Comments:

The property at 93-99 Spadina Avenue is located on the east side of Spadina Avenue, between King and Adelaide Streets. The site is within a Reinvestment Area (RA) zone and houses a



six-storey commercial building. The applicant proposes to erect a non-illuminated fascia sign for third-party advertising purposes on the north elevation of the building. The sign is proposed to be 8.23 metres in height, 6.1 metres in width, and 50.2 m² in area.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
(1) 10.D.(5)(f)	Sign to face the street	Sign not permitted to face a street
(2) 10.D.(5)(f)	Sign to be erected above the fourth floor of the building	Sign not permitted to be erected above the fourth floor
(3) 10.F.	Sign area of 50.2 m ²	25.2 m ² over the maximum permitted 25 m ² area

Third party advertising signs are also required to meet certain separation distances from other such signs. In this case, there is an existing roof sign at 101 Spadina Avenue. As this property falls within 60 metres of the subject property, this separation distance is not met.

The provisions of Chapter 297 of the Municipal Code are designed to limit the size, placement and location of third party signage throughout the city. The intent of these controls is to minimize visual clutter and protect the streetscape from the negative impacts of signage. In this instance, the applicant's proposal doubles the maximum permitted size and is placed high on the building's elevation, which in my opinion adds considerable visual clutter to the views along Spadina Avenue.

Conclusions:

The request for variances to permit a large-scale fascia sign for third party advertising purposes is not minor and contravenes the intent and purpose of the sign provisions of the Municipal Code. I recommend refusal of the application.

Contact:

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Applicant's Information:

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(Copies of attachments referred to in the foregoing report were forwarded to all Members of the Toronto East York Community Council with the agenda for its meeting on November 12, 2002, and copies are on file in the office of the City Clerk.)