

Clause embodied in Report No. 5 of the Midtown Community Council, as adopted by the Council of the City of Toronto at its meeting held on June 24, 25 and 26, 2003.

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**Request for Approval of a Variance from Chapter 297, Signs,
of the Former City of Toronto Municipal Code, to Permit an
Illuminated Third Party Mural Sign at 2 St. Clair Avenue East
902077, 02-189849 (St. Paul's - Ward 22)**

(City Council on June 24, 25 and 26, 2003, adopted this Clause, without amendment.)

The Midtown Community Council recommends that:

- (1) a request for variance be approved to permit a non-illuminated third party mural sign at 2 St. Clair Avenue East; and**
- (2) the applicant be advised, upon approval of the variances, of the requirement to obtain the necessary sign permit(s) from the Commissioner of Urban Development Services.**

The Midtown Community Council submits the following report (May 14, 2003) from the Director, Community Planning, South District:

Purpose:

To review and make recommendations on a request by Michael McKague with Abcon Media Group Inc. for Dundee Realty Management Corp. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit an illuminated third party mural sign at the above noted location.

Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) the request for variance be approved to permit an illuminated third party mural sign at 2 St. Clair Avenue East; and
- (2) the applicant be advised, upon approval of the variances, of the requirement to obtain the necessary sign permit(s) from the Commissioner of Urban Development Services.

Background:

The property is located at the northeast corner of St. Clair Avenue and Yonge Street in a “CR” zone. The property is occupied by a 14-storey office building. It is adjoined by similar office buildings to the south, west and east. The properties north of the site are developed with low-rise commercial buildings with retail uses fronting on Yonge Street.

Comments:

The initial application contemplated a 329 m² mural sign on the north face of the building. After discussion with staff and the local Councillor, the sign has been reduced in area to 49.14 m². The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following way:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
297 10 D 11	A sign with an area of 49.14 m ²	The area of the sign exceeds the 25 m ² permitted maximum by 24.14 m ²

The sign is positioned on the north face of the building to provide exposure to Yonge Street. Although the size of the sign exceeds the permitted area, its location and its proportions in relation to the face of the building make it supportable.

Conclusions:

It is recommended that the request for the variance be approved..

Contact:

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List of Attachments:

Attachment 1: North Elevation Option 1

(An attachment appended to the foregoing report was forwarded to all Members of the Midtown Community Council with the agenda for its meeting on June 10, 2003, and a copy is on file in the office of the City Clerk, North York Civic Centre.)