

**Sign Variance Report
180 University Avenue**

Date:	March 6, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-102052

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

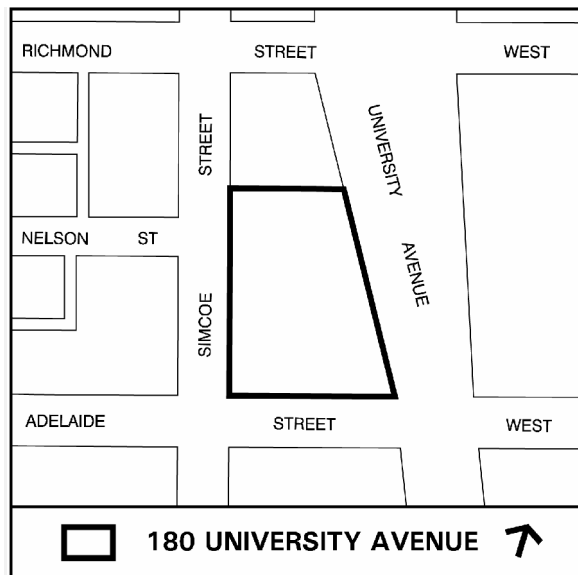
This report reviews and makes recommendation on a request by Brad Butterfield, with Country Signs, for Sunlife Assurance for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign, at 180 University Avenue.

Staff recommends approval of the application. The variance is minor and is within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for a variance to permit, for identification purposes, an illuminated ground sign at 180 University Avenue, for a period not to exceed two years and require that energy efficient lights



be used; and

2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of the variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The mixed use property is located at the north-west corner of University Avenue and Adelaide Street West. The property is currently occupied by a commercial parking lot. A mixed-use development has been approved for the property. The owner is requesting permission to place an illuminated ground sign on the property, at the University Avenue and Adelaide Street West corner of the site for a temporary period commencing after the closure of the commercial parking lot until such time as the construction commences on the property and then reinstall the sign once construction reaches grade. The sign would be temporarily situated at this location while construction is taking place and sales of the units continues.

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Chapter 297 – 11.11(8) and 11.D(9)(a)	To erect a four sided ground sign with a total area of 87.68 square metres	The maximum permitted area of a ground sign is 2.5 square metres

COMMENTS

The proposed ground sign will replace numerous signs that currently exist on the property for the existing commercial parking lot. The sign is of a temporary nature and will advertise the development to be constructed on the site. The location of the sign will not have any negative impact with respect to visibility for traffic or pedestrians.

It is staff's opinion that the illuminated sign at this location does not adversely impact the building, surrounding uses or the streetscape. Further, it is staff's opinion that the approval should be limited to two years.

CONTACT

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SIGNATURE

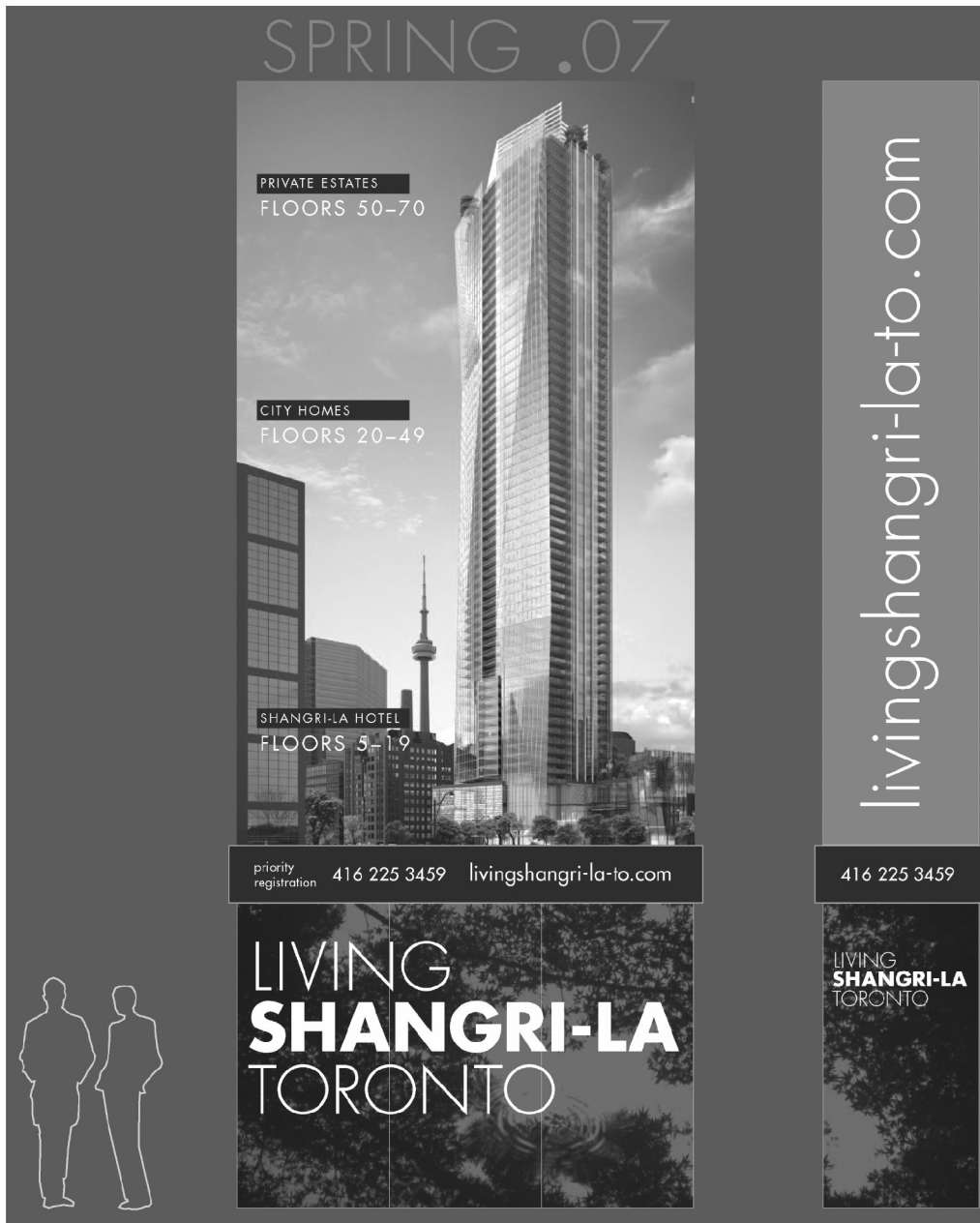
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations

Attachment 1: Elevations



Elevations

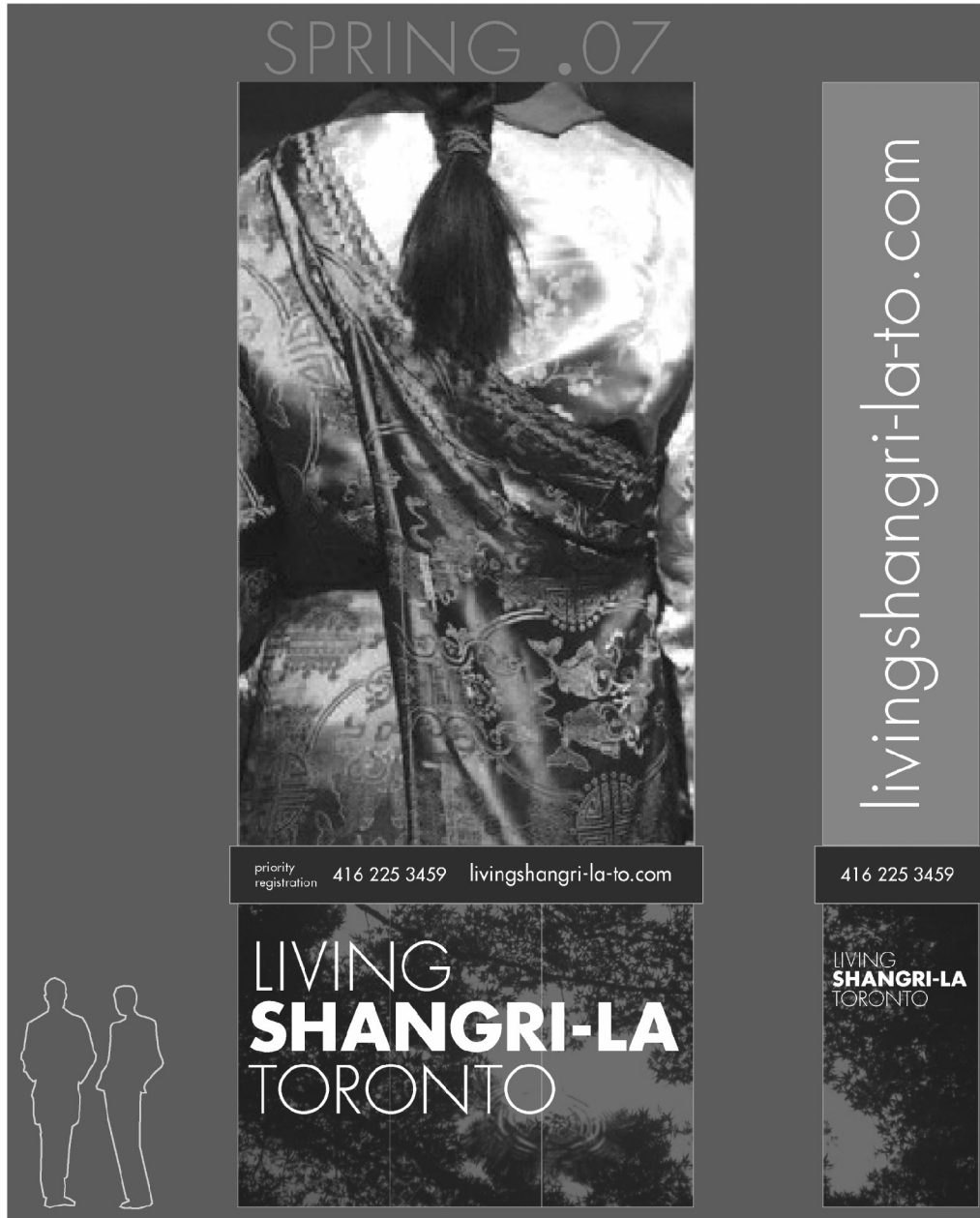
Applicant's Submitted Drawing

Not to Scale
02/19/07

180 University Avenue

File # 07_102052

Attachment 2: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
02/19/07

180 University Avenue

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