

**Sign Variance Report  
2 Strachan Avenue**

<b>Date:</b>	March 8, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	06-196747

**SUMMARY**

This report reviews and makes recommendations on a request by Kirk Malcolm, with Planmac Inc. for GO Transit for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for public recognition purposes, an illuminated ground sign for GO Transit at 2 Strachan Avenue.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

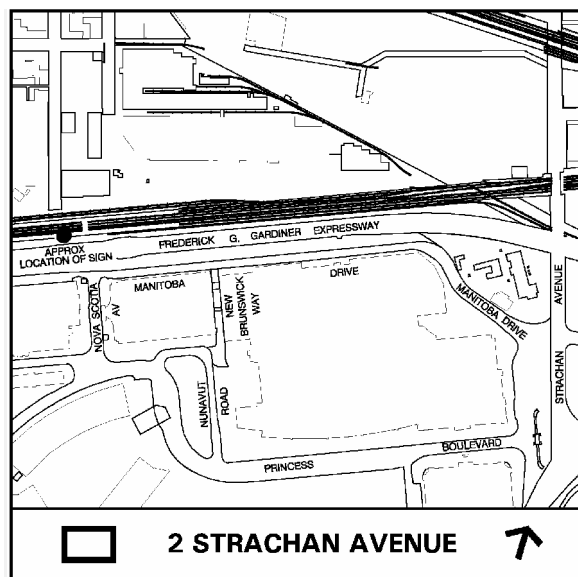
**RECOMMENDATIONS**

**The City Planning Division recommends that:**

City Council refuse the request for variances to permit, for first party advertising purposes, illuminated ground sign at 2 Strachan Avenue.

**Financial Impact**

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



## ISSUE BACKGROUND

The property is located on the north side of Manitoba Drive at the corner of Nova Scotia Avenue in Exhibition Place. The area is classified as a ‘G’ zone park district. The proposed illuminated double face ground sign dimensions are 2.55 metres by 3.825 metres. The proposed sign would be installed on a pole with a height of the sign at 10.88 metres from grade level to the bottom of the sign, and 13.43 metres to the top of the sign. The proposed sign would be installed along the north side of the Gardiner Expressway, adjacent to the Exhibition GO Station.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
Chapter 297-9, 297-11B, (2)(3)(4)(5), 297-11II, Metro By-law 211-79	To erect an illuminated double face ground sign for identification purposes	An illuminated ground sign is not permitted

## COMMENTS

The variance is required because the proposed illuminated ground sign is not permitted in this area. The applicant indicates that the proposed sign is required to provide public recognition for GO Transit services and as such, it has been oriented to be visible from the Gardiner Expressway. A similar sign was approved in 2005 on the south side of the Gardiner Expressway.

It is staffs' opinion that an additional sign at this location, with the proposed orientation and size to be visible from the Gardiner Expressway is inappropriate and would add to the existing visual clutter of signs adjacent to the Gardiner Expressway.

## **CONTACT**

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## **SIGNATURE**

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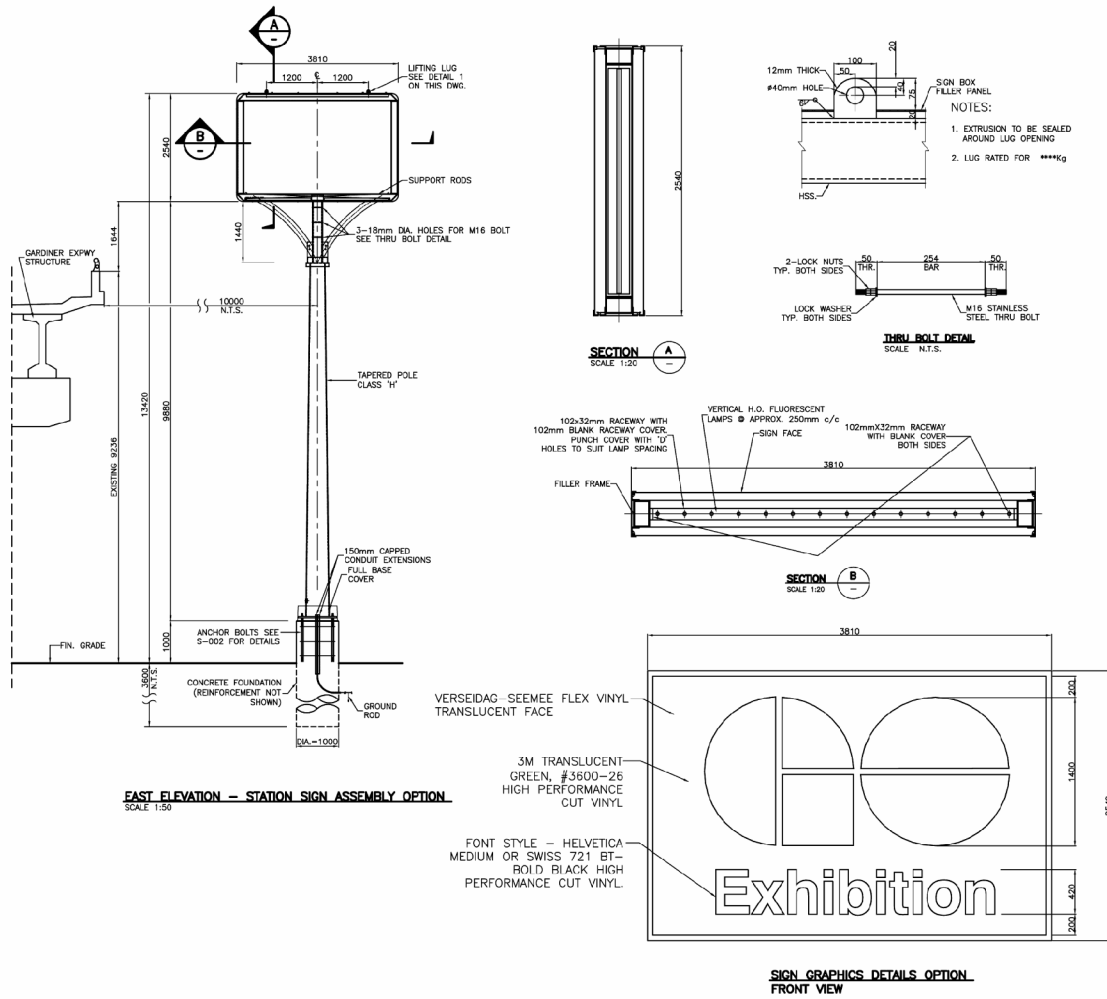
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Details

# Attachment 1: Elevation & Sign Details



## Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale  
02/21/07

2 Strachan Avenue

File # 06\_196747