

**Sign Variance Report - 280 Church Street**

<b>Date:</b>	March 27, 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 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	06-189319

**SUMMARY**

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

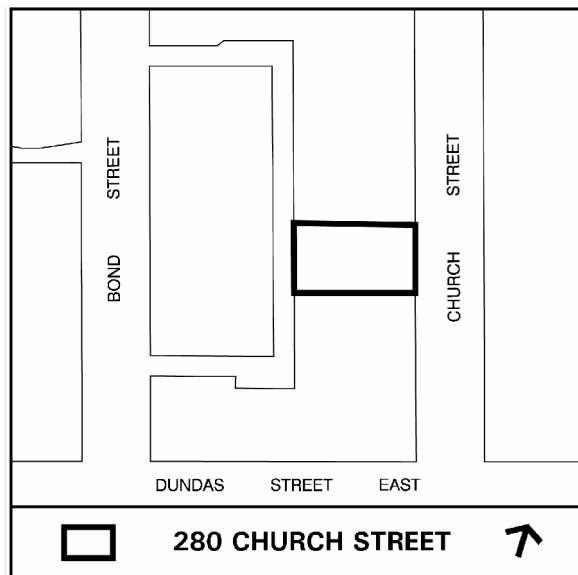
This report reviews and makes recommendations on a request by Steve Wolowich, with CBS Outdoor, on behalf of STRM Inc. for approval of variances from Chapter 297 Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated ground sign along the east frontage of the property at 280 Church Street.

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

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, an illuminated ground sign along the east frontage of the property at 280 Church Street.



## Financial Impact

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The property is located north of Dundas Street East, on the west side of Church Street in a CR zone. The applicant is seeking permission to install an illuminated ground sign for third party advertising purposes. The sign would be located along the east frontage of the property. The proposed sign is 6.10m wide and 3.05m high with an area of 18.61m<sup>2</sup>. The height from grade to the top of the sign would be 7.50m. Currently the property is being used as a commercial parking lot.

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 297-10D(8)	The proposed third party ground sign would be installed on a lot which is located in a CR zone.	A third party ground sign is not permitted in a CR zoned area.
Chapter 297-10F(1)	The proposed third party ground sign would have a separation distance of 35.0m from another existing third party fascia sign located on the north elevation of the adjacent building to the south.	The proposed 35.0m separation distance from an existing third party sign would be 25.0m less than the required 60.0m separation distance.

## COMMENTS

At its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground signs and pedestal signs in CR and MCR districts. The regulations were aimed at reducing proliferation of third party signs in the mixed-use zone districts.

Third party signs are not permitted on this site within the CR zoning. In zones where third party signs are permitted, there is a minimum separation distance of 60 m. The proposed third party ground sign would not even meet that requirement. There is an existing large third party fascia sign located on the north wall of a building on the adjacent property to the south.

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

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

---

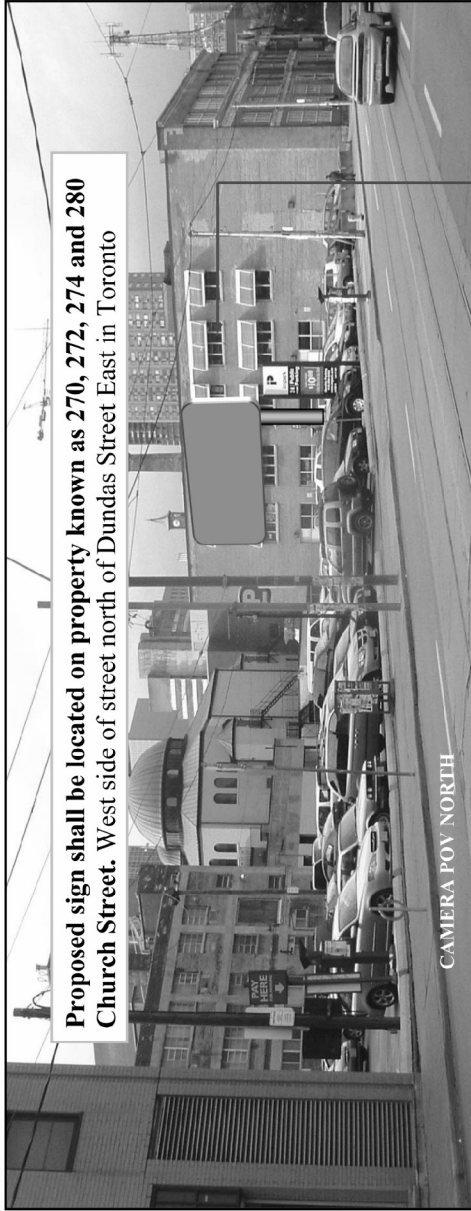
Gary Wright, Director  
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\te5411067014.doc) - smc

## **ATTACHMENTS**

Attachment 1: Elevations

**Attachment 1: Elevations**



Proposed sign shall be 1 – 10' x 20' double-sided, illuminated billboard poster panel sign for the purpose of third party advertising. Pole shall be flag mounted with a 2 - metre setback from the front lot line and the sign shall be elevated to an overall height, which shall not exceed 7.5 metres in overall height. No other such signage exists within a 61-metre radius distance



**Elevations**

**280 Church Street**

Applicant's Submitted Drawing

Not to Scale  
01/05/07

File # 06\_189319