



STAFF REPORT ACTION REQUIRED

Sign Variance Report 2550 Bathurst Street

Date:	July 13, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 21 – St. Paul's
Reference Number:	07-225875

SUMMARY

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

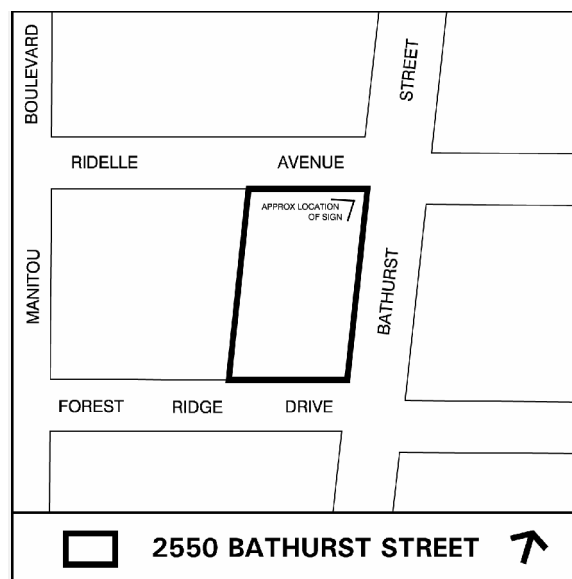
This report reviews and makes recommendations on an application by Stephen Fagyas, with Commercial Focus Advisory Services on behalf of Sedona Hillside Inc., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an existing illuminated “V” shaped, ground sign located at the northeast corner of the property to remain for a period not to exceed one year.

Staff recommends approval of the application. The variances are minor and 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 variances to permit, for identification purposes, an illuminated existing “V” shaped,



- temporary ground sign located at the northeast corner of the property for a period not to exceed one year, at 2550 Bathurst Street; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of variances, 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 property is located at the southwest corner of Bathurst and Ridelle Avenue in a "R2" zone. The property contains a four-storey residential apartment building. The applicant is seeking a two years time extension to maintain, for identification purposes, an illuminated "V" shape temporary existing ground sign. This is a sign advertising units for sale. The original application for a temporary ground sign for a period of one year was approved by Council on April 25-27, 2006. It is staff's opinion that the time extension be limited to not more than one year from the date of Community Council's approval.

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
1. Chapter 297-9D 13 (a)	Each panel of the sign would have an area of 9.67m ² .	The proposed 9.67m ² sign area would exceed by 8.67m ² , the maximum 1.0m ² sign area permitted.
2. Chapter 297-9D 13 (b)	The sign would be 3.92m high from the grade to the top of the sign.	The 3.92m sign height would exceed by 2.92m, the maximum 1.0m sign height permitted.

COMMENTS

The sign has been there for over a year and staff is not aware of any concerns or complaints. Staff recommends that the sign be approved for a further period of one year from the date of Community Council approval.

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

CONTACT

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SIGNATURE

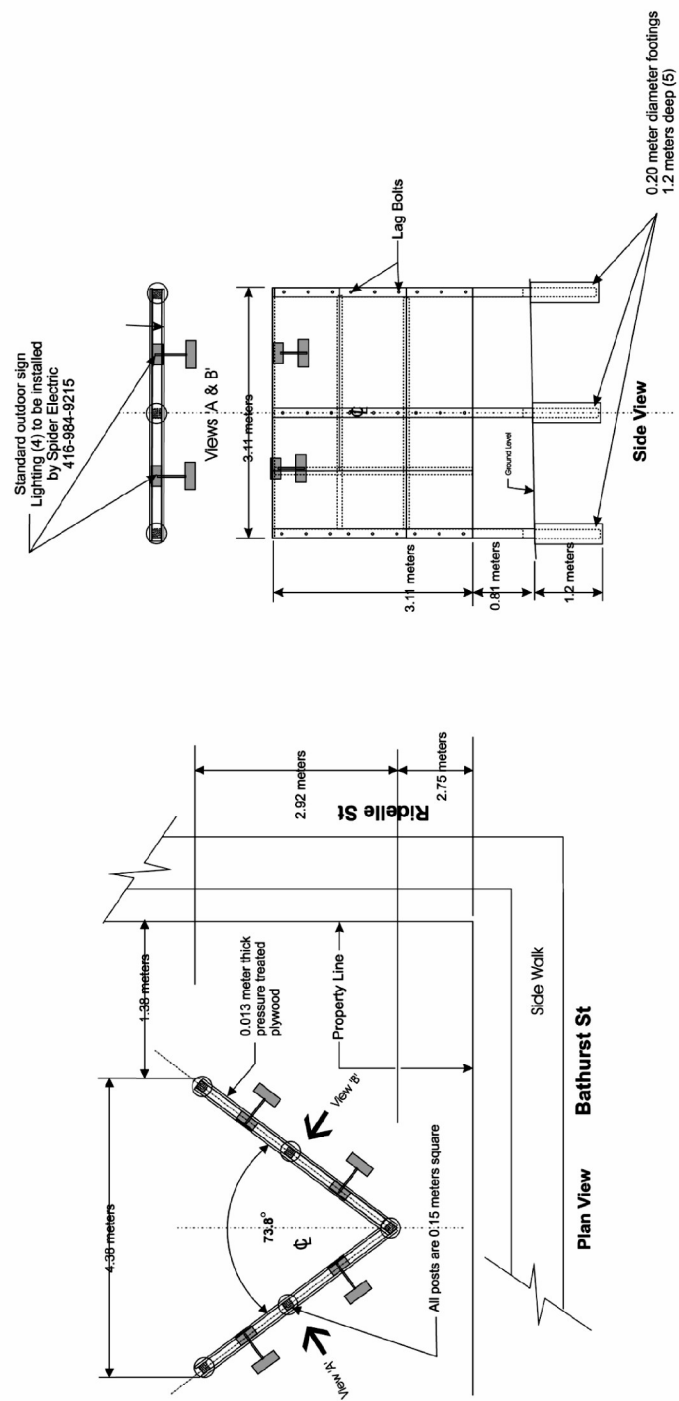
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Details
Attachment 2: Sign

Attachment 1: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
06/29/07

2550 Bathurst Street

File # 07_225875

Attachment 2: Sign

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Applicant's Submitted Drawing

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2550 Bathurst Street

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