

## **Sign Variance Report 590 College Street**

<b>Date:</b>	July 31, 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>	07-159602

### **SUMMARY**

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

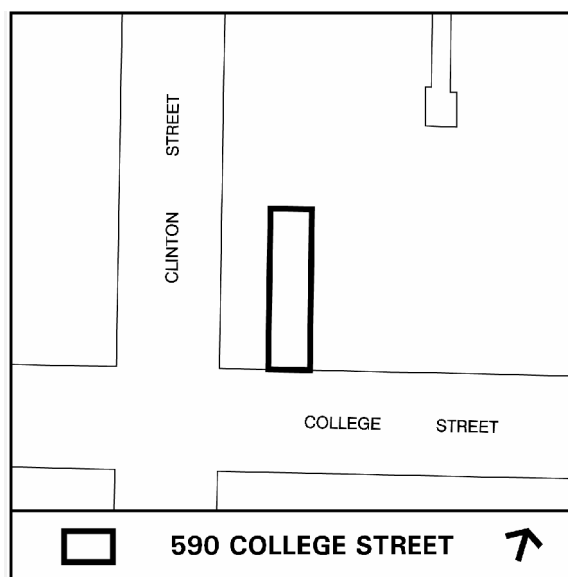
This report reviews and makes recommendations on a request by David Mackie of Titan Outdoor on behalf of Tencsa Andaloro for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the west elevation of the building at 590 College Street.

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:**

1. Toronto and East York Community Council refuse the request for a variance to maintain, for third party advertising purposes, a non-illuminated fascia sign on the west



elevation of the building at 590 College Street.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located just east of Clinton Street, on the north side of College Street in a “CR” zone. The property contains a three-storey building with retail uses at grade level. The applicant is seeking permission to install, for third party advertising purposes, one non-illuminated fascia sign on the west elevation of the building. The proposed sign is 9.2m wide and 3.10m high with an area of 28.52m<sup>2</sup>.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (5)(g)	The sign is 9.2m wide and 3.10m high with an area of 28.52m <sup>2</sup> .	The 28.52m <sup>2</sup> sign area would exceed by 3.52m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
2. Chapter 297-10F (1)	The proposed third party fascia sign would be located less than 60.0m away from an existing 3 <sup>rd</sup> party roof sign on top of the building located at northwest corner of Clinton Street and College Street.	The sign would not meet the required 60.0m separation distance from an existing third party sign located on the building at northwest corner of Clinton Street and College Street.

### **COMMENTS**

In 1994, City Council enacted a new sign by-law 1994-0337, and introduced a minimum 60-metre separation distance requirement between the third-party signs in order to prevent clutter. In this case, an existing third party roof sign is located within a short distance from the proposed sign location, on a building located on the corner of Clinton Street and College Street.

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

## **CONTACT**

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## **SIGNATURE**

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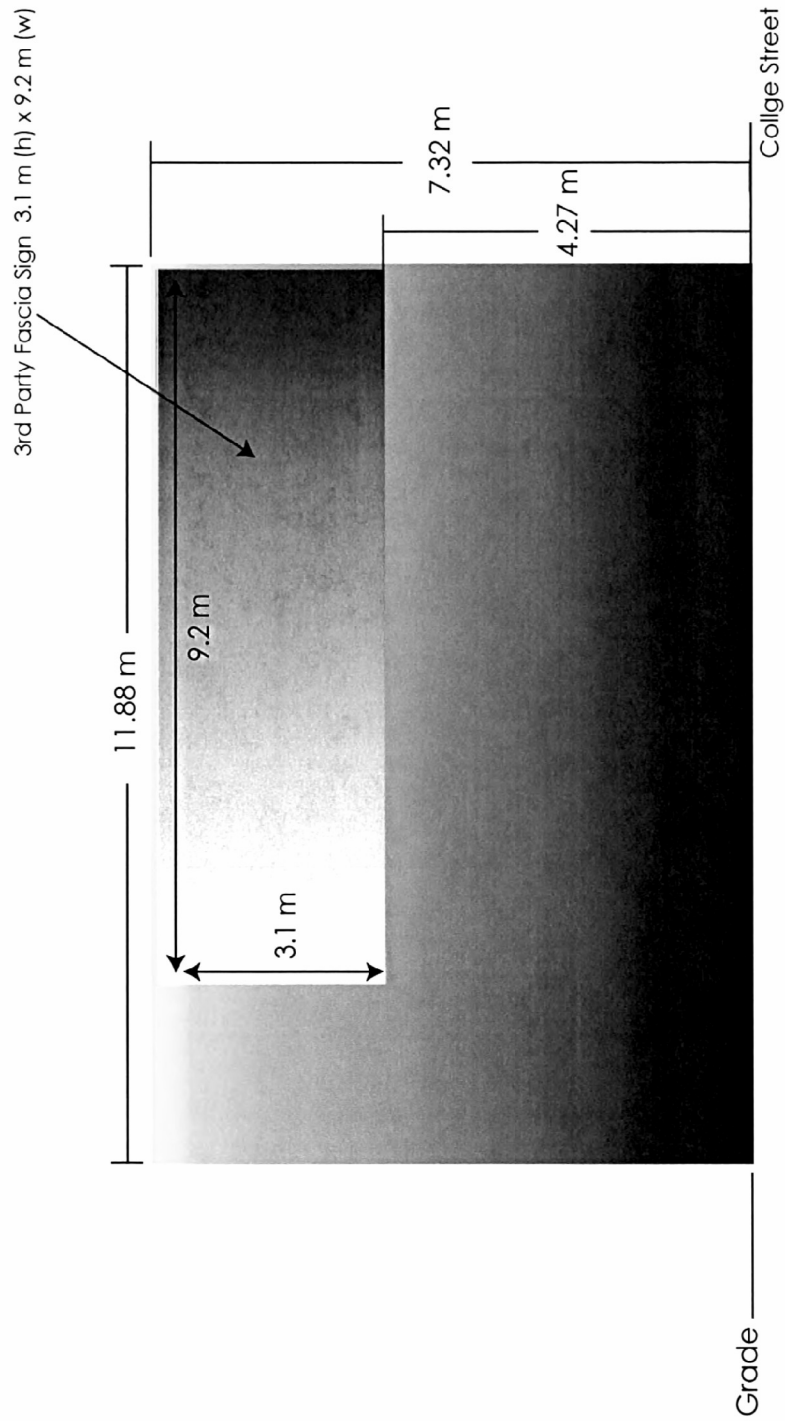
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: West Elevation  
Attachment 2: Elevation

## Attachment 1: West Elevation



### West Elevation

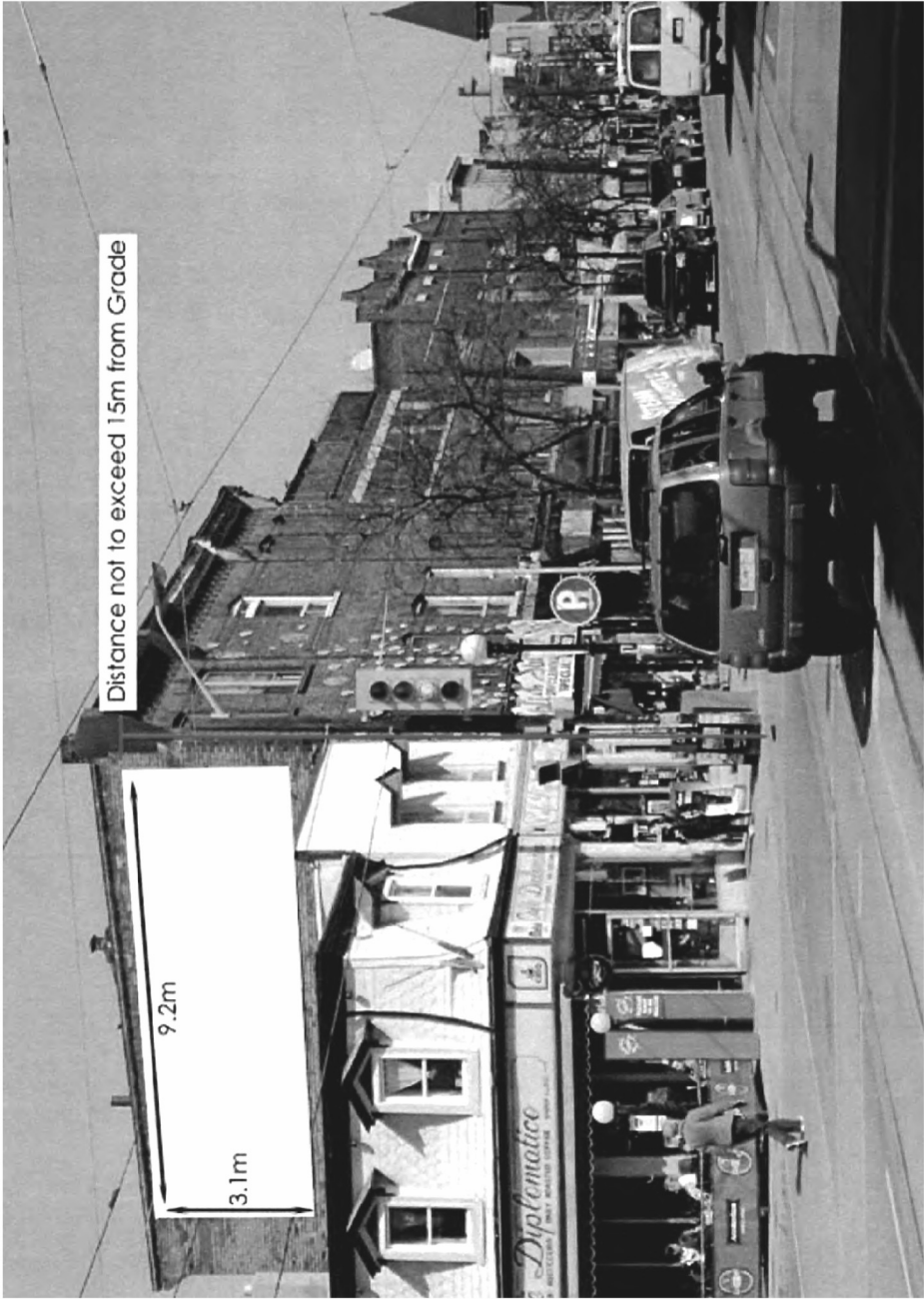
Applicant's Submitted Drawing

Not to Scale  
07/04/07

590 College Street

File # 07\_159602

Attachment 2: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale  
07/04/07

590 College Street

File # 07\_159602