



STAFF REPORT ACTION REQUIRED

Sign Variance Report 443 University Avenue

Date:	August 1, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	07-164267

SUMMARY

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

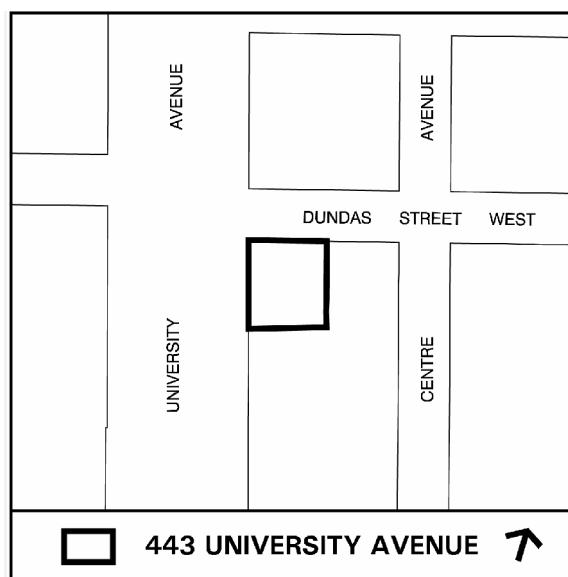
This report reviews and makes recommendations on a request by David Mackie of Titan Outdoor on behalf of 3357490 Canada Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 443 University 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:

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 443



University Avenue.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southeast corner of University Avenue and Dundas Street West in a CR zone. The property contains a 5-storey office building with a TD-Bank branch at grade level. The applicant is requesting permission to erect, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building. The sign is 9.14m wide and 6.10m high, with an area of 55.75m².

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 297-11 JJ (2)	To erect a third party, non-illuminated fascias sign on the east elevation of the building.	A third party fascia sign on a building located on or on a building abutting University Avenue is not permitted.
2. Chapter 297-10D (5)(f)	The top of the sign would extend to the top of the fifth floor of the building.	A third party fascia sign is not permitted above the fourth floor level of the building.
3. Chapter 297-10D (5)(g)	The proposed sign would be 9.14m wide and 6.10m high with an area of 55.75m ² .	The 55.75m ² sign area would exceed by 30.75m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

Third party signs are not permitted on a building fronting or abutting University Avenue. The objective of this By-law was to maintain and enhance University Avenue as a boulevard of distinction and dignity and to maintain a sense of unity on the avenue. The proposed sign is larger and higher than permitted.

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

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

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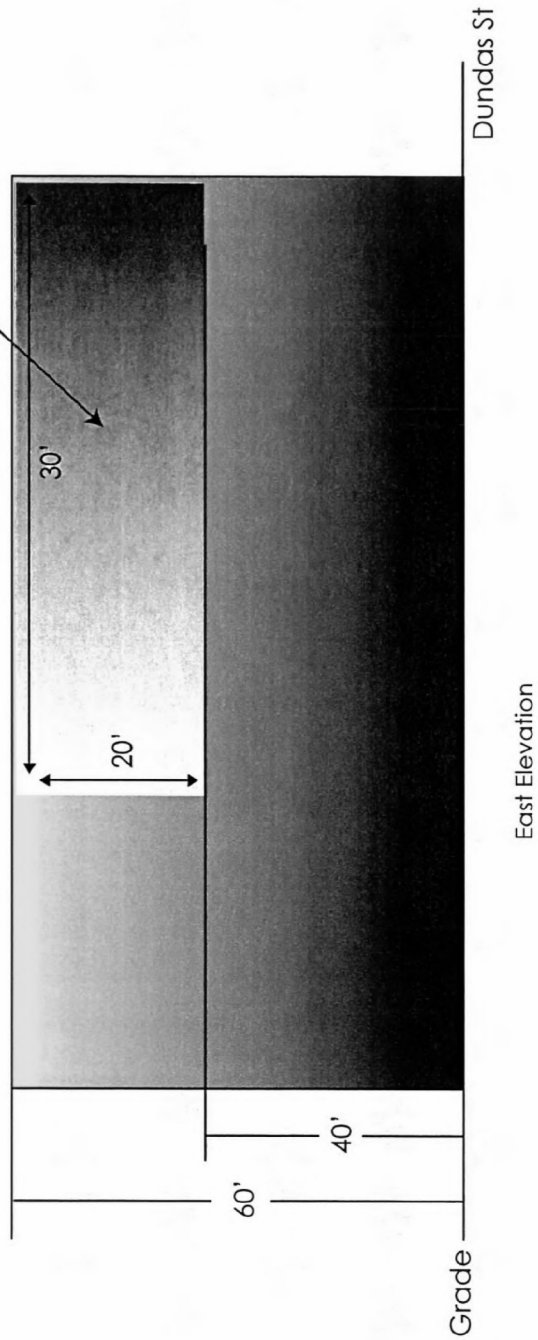
ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Sign Details
Attachment 3: Existing Elevation
Attachment 4: Elevation (Proposed Signage)

Attachment 1: Elevation

443 University Ave. East Elevation/Dundas St. West

3rd Party Fascia Sign 20'h x 30'w



Elevation

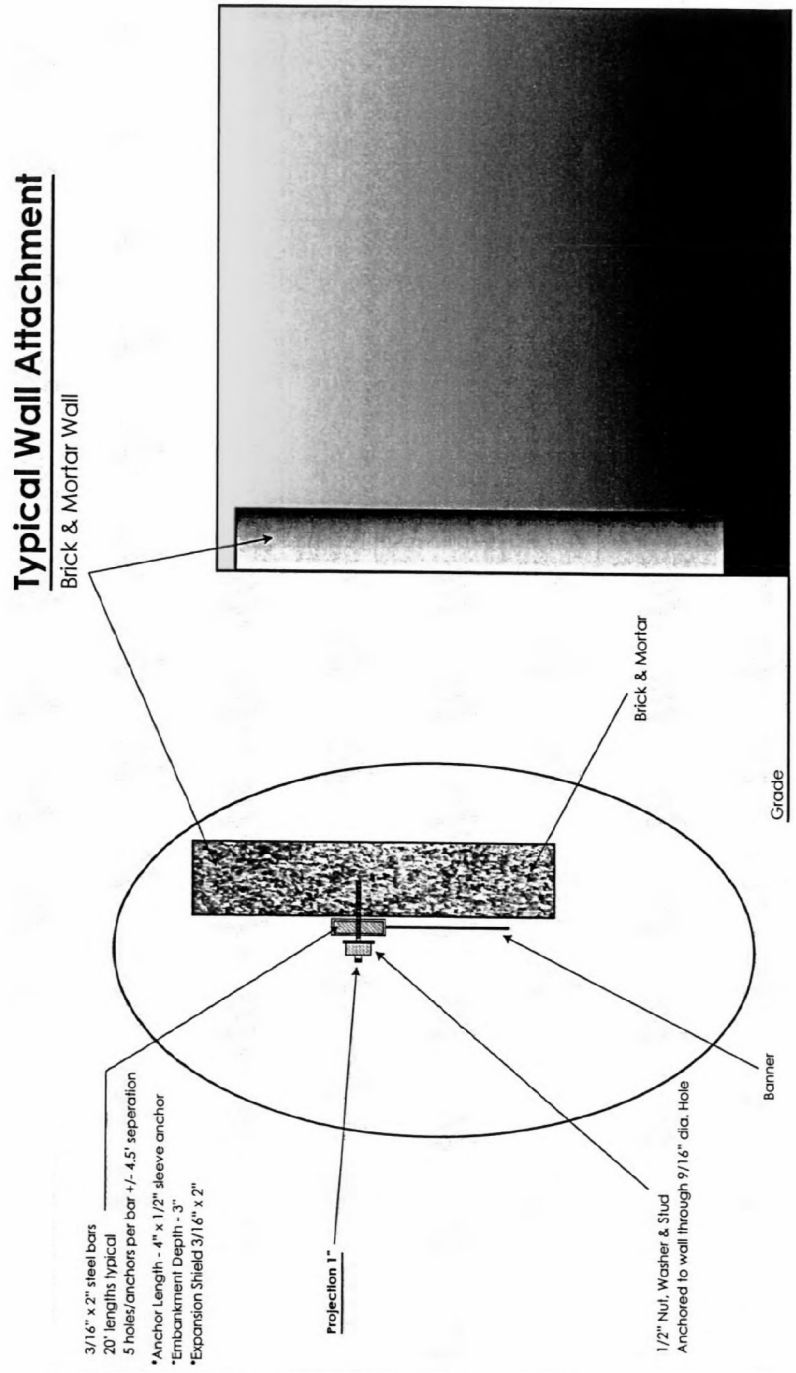
443 University Avenue

Applicant's Submitted Drawing

Not to Scale
06/14/07

File # 07_164267

Attachment 2: Sign Details



Sign Details
Applicant's Submitted Drawing
Not to Scale
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443 University Avenue

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Attachment 3: Existing Elevation



Existing Elevation

Applicant's Submitted Drawing

Not to Scale
06/14/07

443 University Avenue

File # 07_164267

Attachment 4: Elevation (Proposed Signage)



Elevation (Proposed Signage)

443 University Avenue

Applicant's Submitted Drawing

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