

**Sign Variance Report
1670 Bayview Avenue**

Date:	September 5, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 22 – St. Paul’s
Reference Number:	07-249551

SUMMARY

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

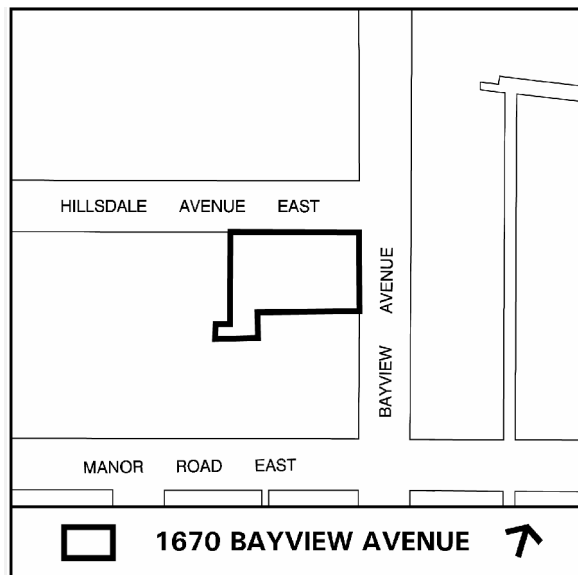
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Media on behalf of Northam Realty Advisors Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated fascia sign on the south elevation of the building at 1670 Bayview 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, an illuminated fascia sign on the south elevation of



the building at 1670 Bayview Avenue.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of Bayview Avenue and Hillsdale Avenue East in a CR zone. The property contains a five-storey building. The applicant is seeking permission to erect, for third party advertising purposes, an illuminated fascia sign on the south elevation of the building. The proposed sign is 8.53m wide and 2.90m high with an area of 24.74m².

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 297-10D (5)(f)	The top of the proposed third party fascia sign would be approximately 21.80m high above grade.	The 21.80m height above grade for the proposed sign would exceed by 6.80m, the maximum 15.0m sign height above grade permitted.
2. Chapter 297-10F (1)	The proposed sign would be located less than 60m from the existing third party signs in the vicinity.	A third party sign is required to have a minimum separation distance of 60m from the existing third party signs located in the vicinity.

COMMENTS

The height of signs above grade is regulated in order to minimize the negative impact of the signs on the building to which they are attached, surrounding uses or on the streetscape. In this case, the proposed fascia sign is 6.80m higher than the permitted height of 15.0m from grade.

In order to prevent sign clutter, the Municipal Code requires a separation distance of minimum 60.0m from the existing third party fascia signs from the existing third party signs in the vicinity. In this case, the proposed sign would have separation distances of 39.80m and 49.3m from existing third party signs located on the bus shelters in the vicinity. It is staff's opinion that the proposed sign would diminish the objectives for quality urban design in this area.

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

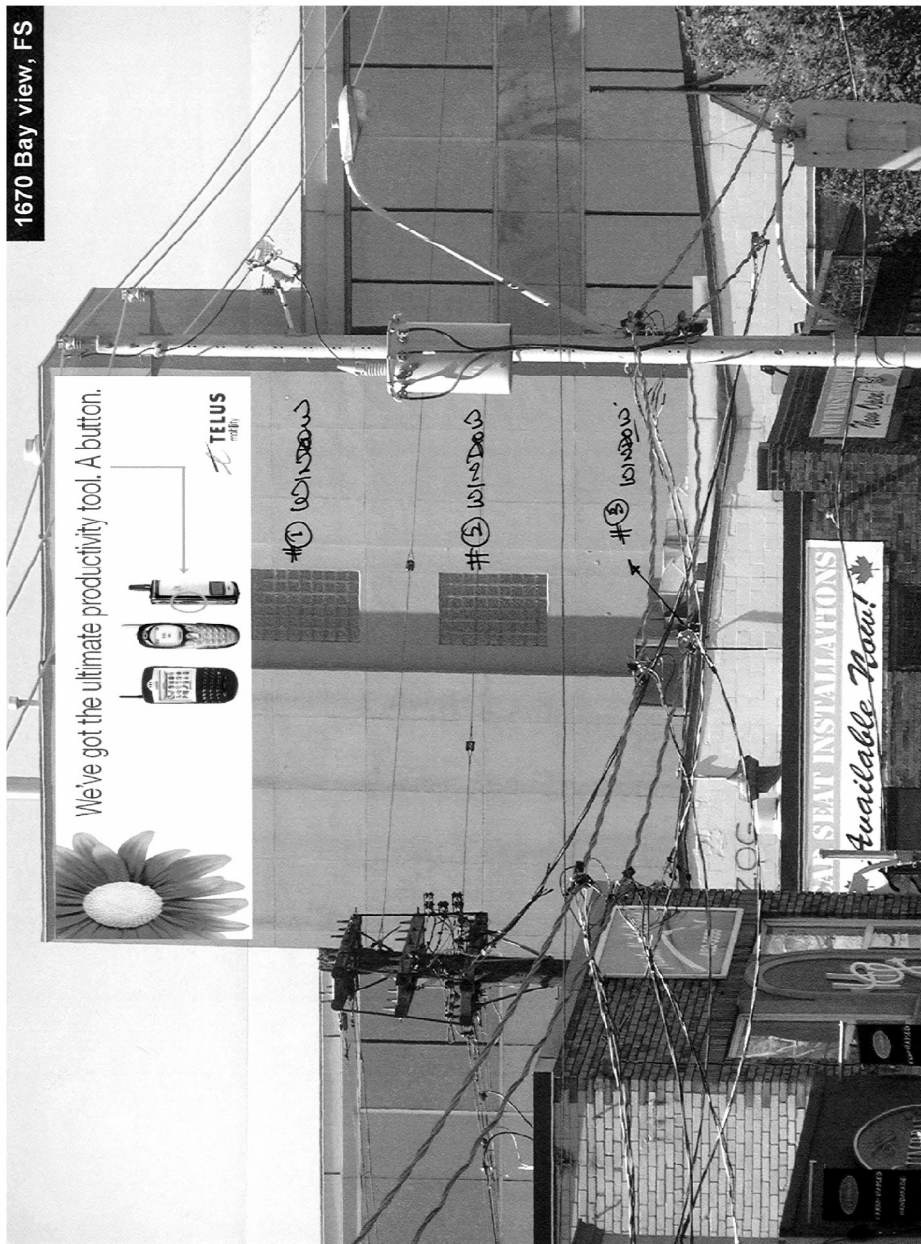
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevation

Attachment 1: Elevation



1670 Bay view, FS

Elevation

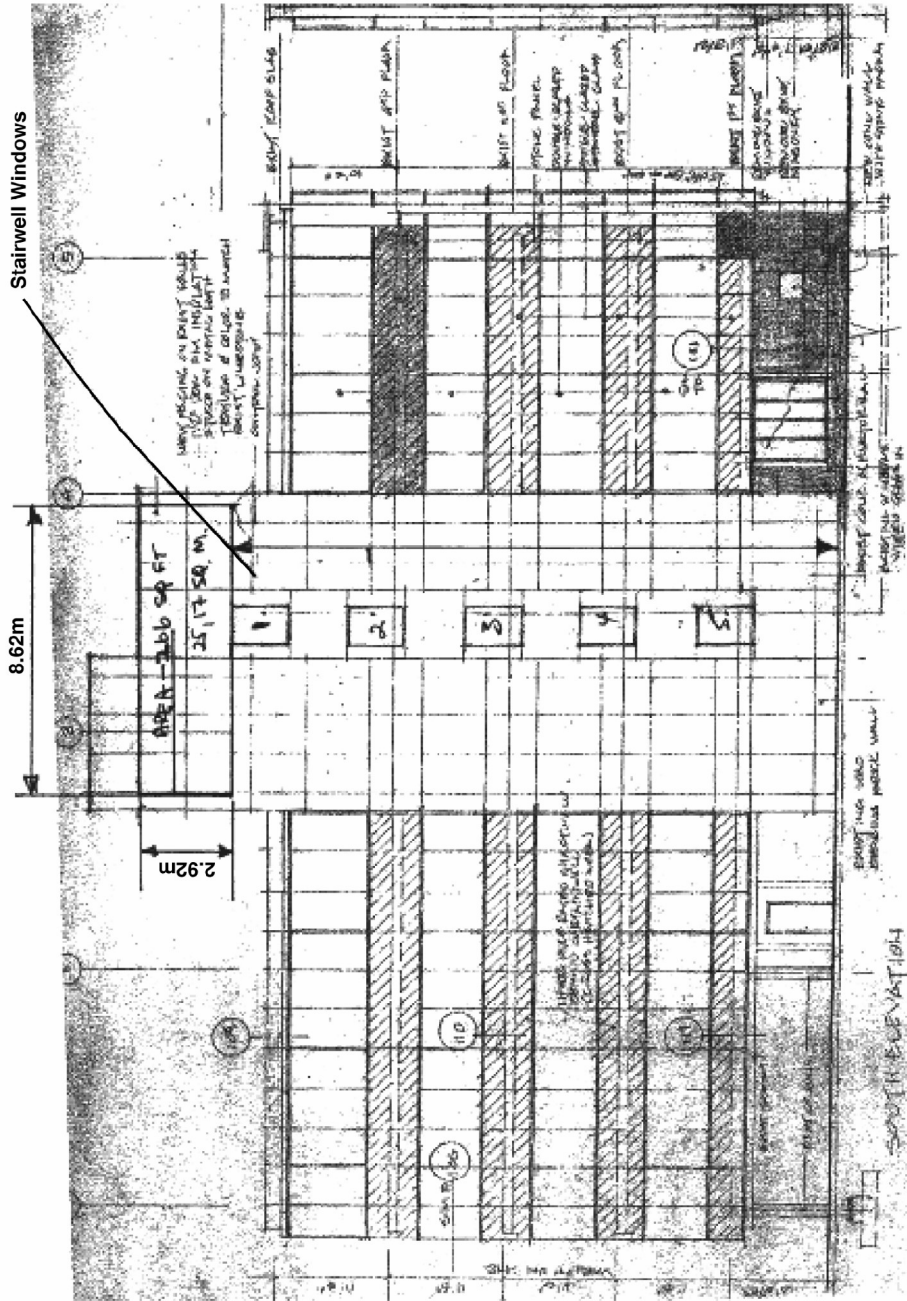
1670 Bayview Avenue

Applicant's Submitted Drawing

Not to Scale
08/30/07

File # 07_249551

Attachment 2: Elevation



1670 Bayview Avenue

Elevation
 Applicant's Submitted Drawing

Not to Scale
 08/30/07

File # 07_249551