

**Sign Variance Report
481 Church Street**

Date:	September 6, 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:	07-219676

SUMMARY

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

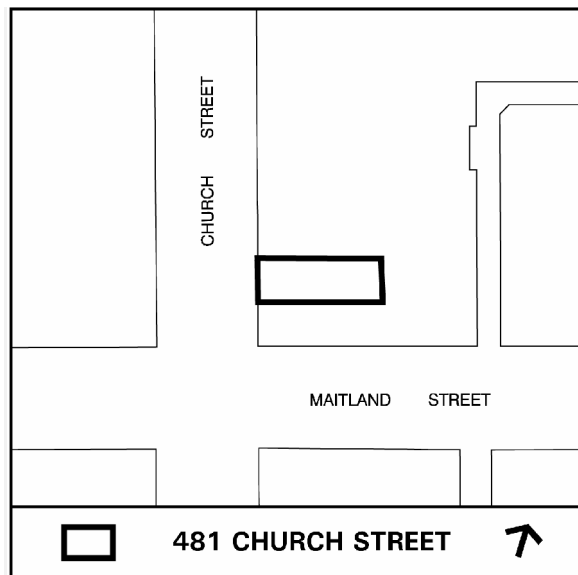
This report reviews and makes recommendations on a request by David Mackie on behalf of Yoannov Holdings and Lepidas Holdings for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 481 Church 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 requested variances to maintain, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building, at 481



Church Street.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located just north of Maitland Road, on the east side of Church Street in a CR zone. The property contains a three-storey building with retail uses at the grade level. The applicant is requesting permission to maintain, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building. The sign is 8.53m wide and 4.27m high with an area of 36.42m².

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-10D 5(g)	The sign is 8.53m wide and 4.27m high with an area of 36.42m ² .	The 36.42m ² sign area would exceed by 11.42m ² , the maximum 25.0m ² sign area permitted.
2. Chapter 297-10F (1)	The sign is located less than 60.0m away from other existing third party fascia sign located in the vicinity.	The sign would not meet the required 60.0m separation distance from other existing third party signs located in the vicinity.

COMMENTS

The third party fascia sign located on the south elevation of the building is directed at northbound traffic on Church Street. The size of signs is regulated in order to minimize the negative impact of signage on the building to which they are attached, surrounding uses and on the streetscape. The area of the sign exceeds the permitted 25.0m² by 11.42m².

Also, the sign does not meet the required separation distance of 60.0m from the existing third party sign located in the vicinity.

It is staff's opinion that the large third party sign at this location is not appropriate.

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

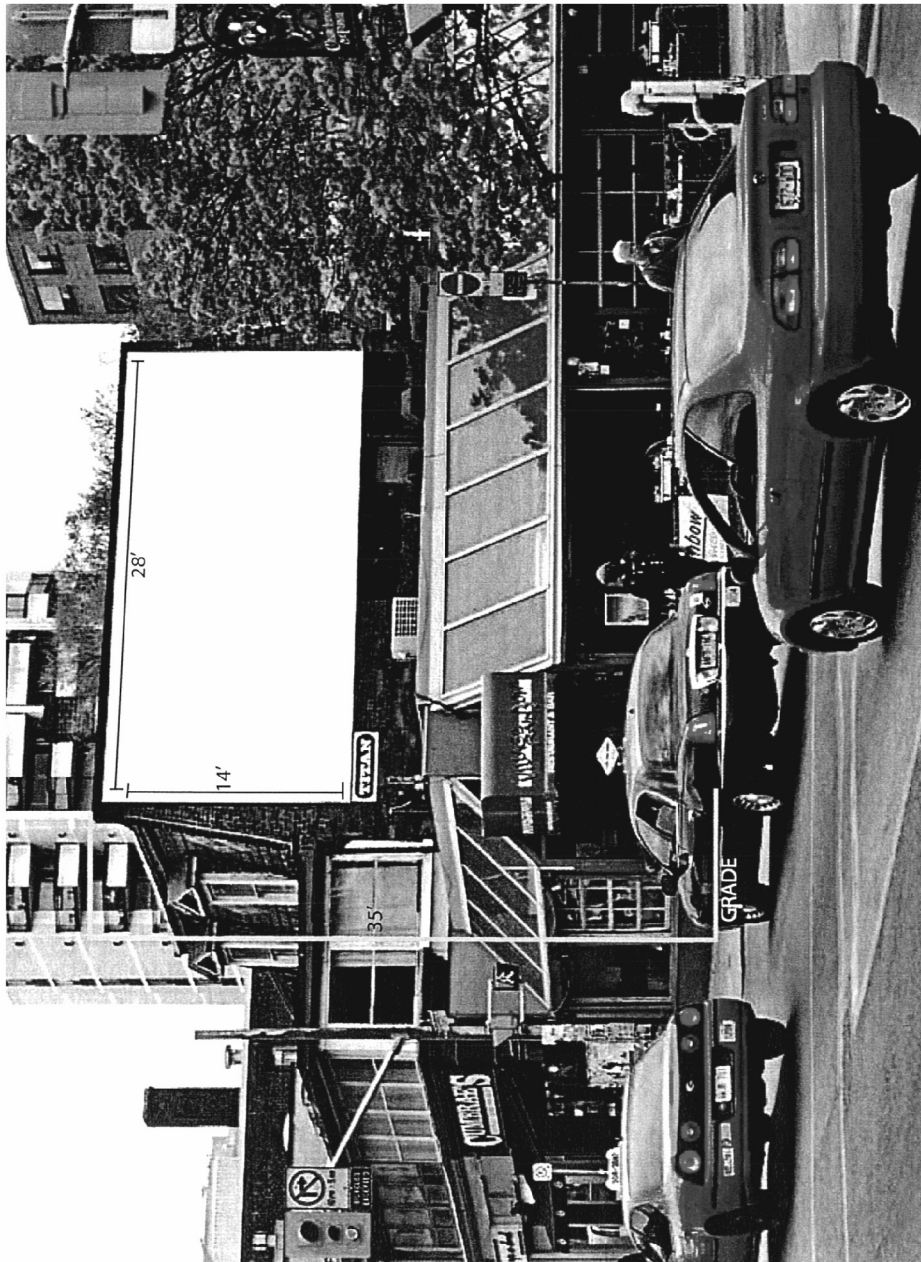
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ATTACHMENTS

Attachment 1: Elevation

Attachment 2: South Elevation

Attachment 1: Elevation



Elevation

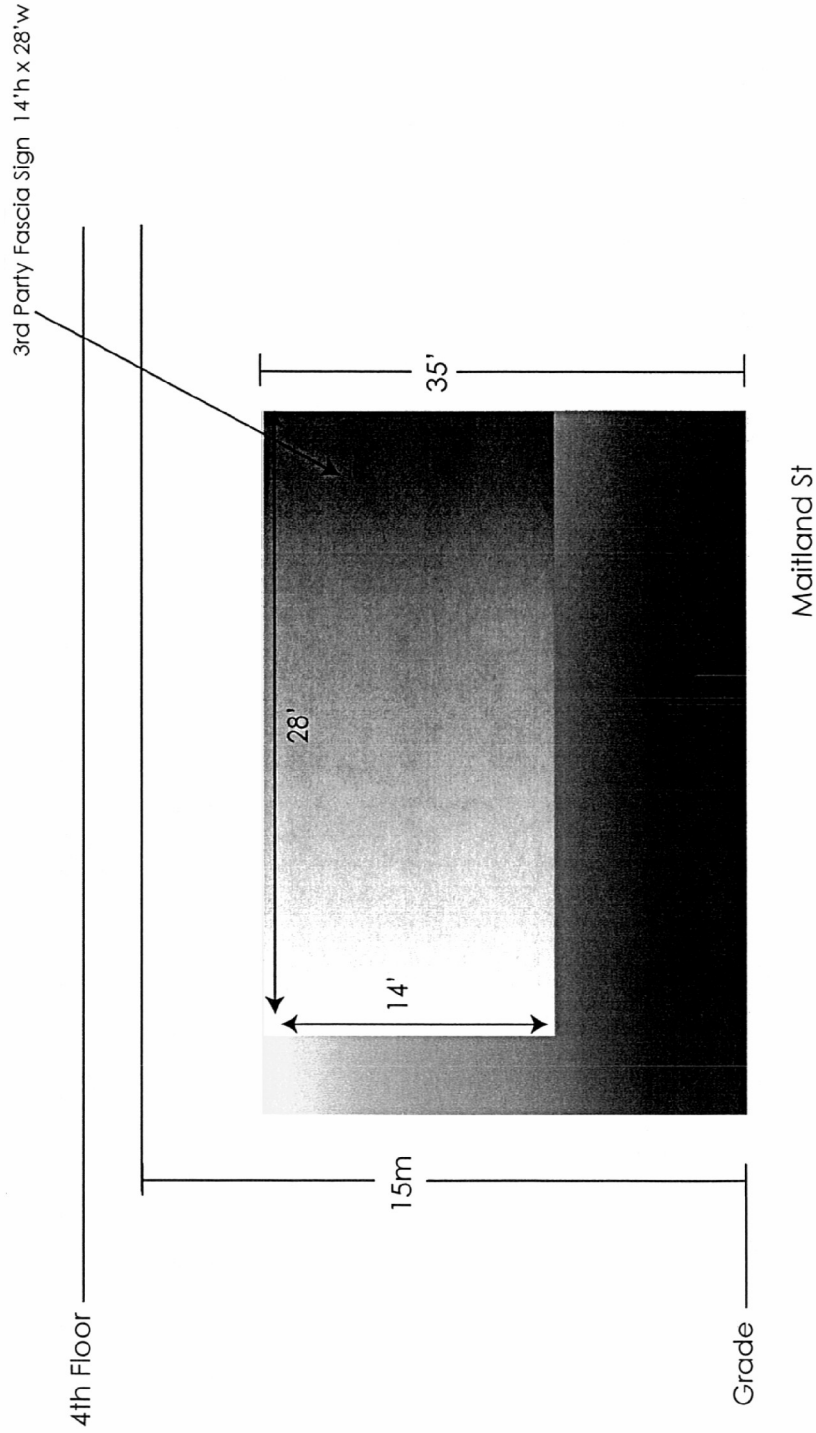
Applicant's Submitted Drawing

Not to Scale
07/05/07

481 Church Street

File # 07_219676

Attachment 2: South Elevation



481 Church Street

South Elevation

Applicant's Submitted Drawing

Not to Scale
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