

**Sign Variance Report
11 Sunlight Park Road**

Date:	August 2, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	07-232309

SUMMARY

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

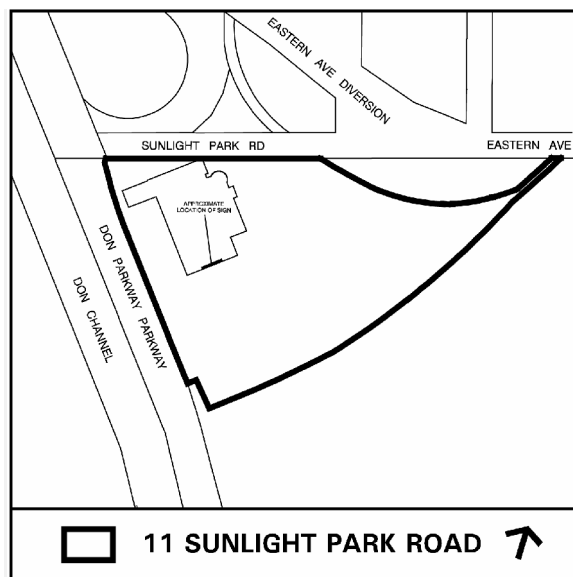
This report reviews and makes recommendations on a request by Dominic Rotundo on behalf of Toronto BMW Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for advertising BMW products, an illuminated tri-vision fascia sign on the south elevation of the building at 11 Sunlight Park Road. The sign is 18.29m wide and 12.19m high with an area of 222.96m².

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 advertising BMW products, an illuminated tri-vision fascia sign on the south elevation of the building at 11



Sunlight Park Road.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located east of the Don Valley between Eastern Avenue and the CN Rail tracks. At this location, the Gardiner Expressway merges with Don Valley Parkway. This property is located in an industrial pocket I3 D5 and contains a 6-storey building that has been renovated for a BMW showroom, sales and repair service shop.

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 (b)Q 6(a)	The tri-vision illuminated fascia sign would be 18.29m wide and 12.19m high with an area of 222.96m ² .	The By-law does not permit the tri-vision copy to exceed more than 50% of the area of the sign.
2. Chapter 297-10D (b)Q 6(f)	The sign would have an area of 222.96m ² .	The 222.96 m ² sign area would exceed by 152.96m ² , the maximum 70.0m ² sign area permitted.

COMMENTS

In 2003 and 2004, City Council had approved variances to permit, for identification purposes, several signs for the BMW at this location. The approved signs included fascia signs, pedestal signs, roof sign, flag poles and wall graphics on the transformer vault located on the east side of the building.

With this application, the applicant is seeking permission to erect an illuminated tri-vision fascia sign on the south elevation of the building. The purpose of the sign would be to advertise the BMW products. The sign would be directed at the northbound traffic on the Don Valley Parkway.

On January 17, 1992, City Council of the former City of Toronto adopted By-law No. 126-92, amending the sign provisions of the Municipal Code to restrict signage along the Don Valley Parkway and the Gardiner Expressway corridors. The intent of this restriction is to protect views along the gateway corridors to and from the city, as well vistas of the Lake Ontario and the Don Valley. The restrictions resulted from a growing concern that the signs were becoming larger and higher. It is staff's opinion that permitting a large illuminated tri-vision 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: Elevation
Attachment 3: Elevation

Attachment 1: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
07/31/07

11 Sunlight Park Road

File # 07_232309

Attachment 2: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
07/31/07

11 Sunlight Park Road

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Attachment 3: Elevation



Elevation

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