

**Sign Variance Report
33 Gerrard Street West**

Date:	February 29, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	08-104970

SUMMARY

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

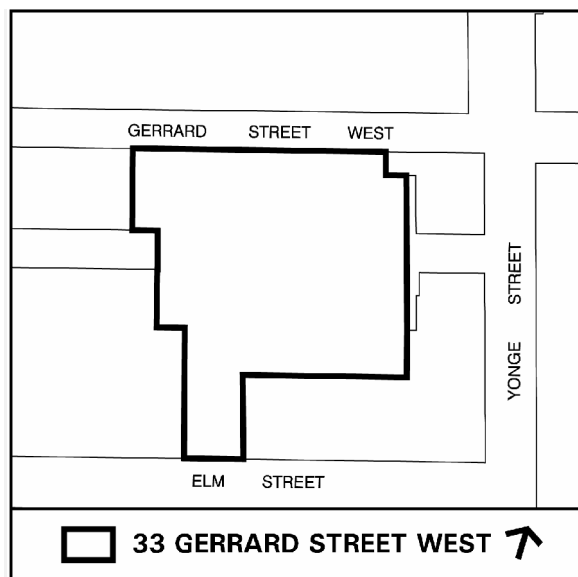
To review and make recommendations on a request by Leroy Cassanova with Astral Media Outdoor on behalf of Great Eagle Hotels for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, an illuminated tri-vision fascia sign on the west elevation of the building at 33 Gerrard Street West.

Staff recommends refusal of the application. The variance is 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 variance to maintain, for third party advertising purposes, an illuminated tri-vision fascia sign located on the west elevation of the building at 33



Gerrard Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The CR zoned property is located just west of Yonge Street on the south side of Gerrard Street West. The property contains an eighteen-storey hotel building. The applicant is requesting permission to maintain, for third party advertising purposes, an illuminated tri-vision fascia sign on the west elevation of the building. The illuminated tri-vision fascia sign is 3.66m wide and 4.88m high with an area of 17.86m². The adjoining property to the west is a public parking lot and two existing third party ground signs are located in the parking lot. The separation distance between the tri-vision fascia sign on the west elevation of the building and the third party ground sign located along the north frontage of the parking lot is 42.58m and 63.30m from the third party ground sign located along the west frontage of the parking lot.

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 297-10F (1)	To maintain the existing tri-vision illuminated third party fascia sign having an area of 17.86m ² on the west elevation of the building. The sign would have a separation distance of 42.58m from an existing third party ground sign located on the adjoining parking lot located to the west of the property.	The 42.58m separation distance from other third party sign would be 17.42m less than the required separation distance of 60.0m from other third party signs located in the vicinity.

COMMENTS

The third party illuminated tri-vision fascia sign located on the west elevation of the hotel building is directed toward eastbound traffic on Gerrard Street West. The 60.0m separation distance between the third party signs is regulated in order to prevent sign clutter in the area.

The separation distance between the third party tri-vision sign on the west elevation of the building and the third party illuminated ground sign located along the north frontage in the parking lot is 42.58m. It is staff's opinion that permitting a third party illuminated tri-vision fascia sign less than the required separation distance of 60.0m from another third party sign is not appropriate. The tri-vision fascia sign contributes to the existing sign clutter at this location.

Staff recommends refusal of the application. The variance is major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

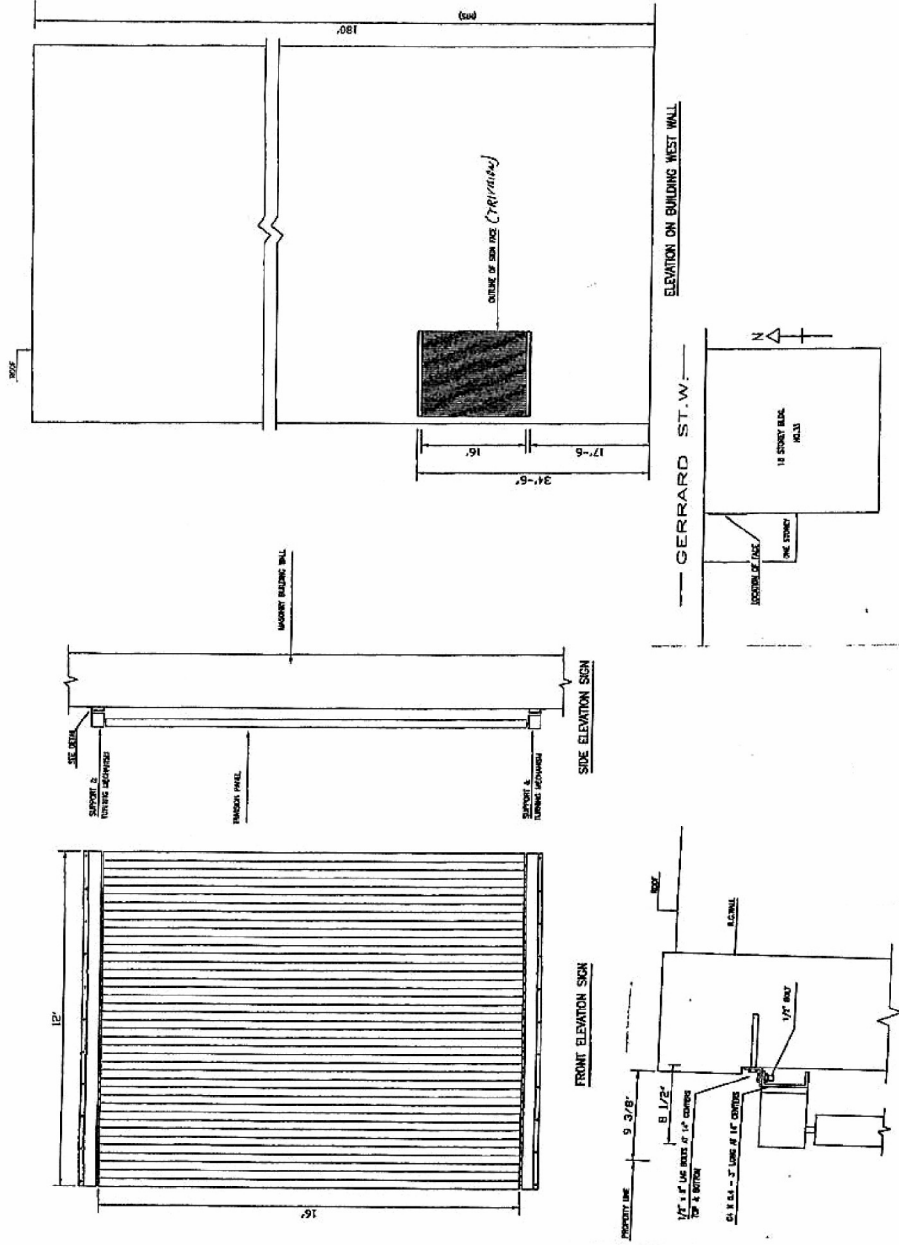
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Sign Locations

Attachment 1: Elevations



33 Gerrard Street West

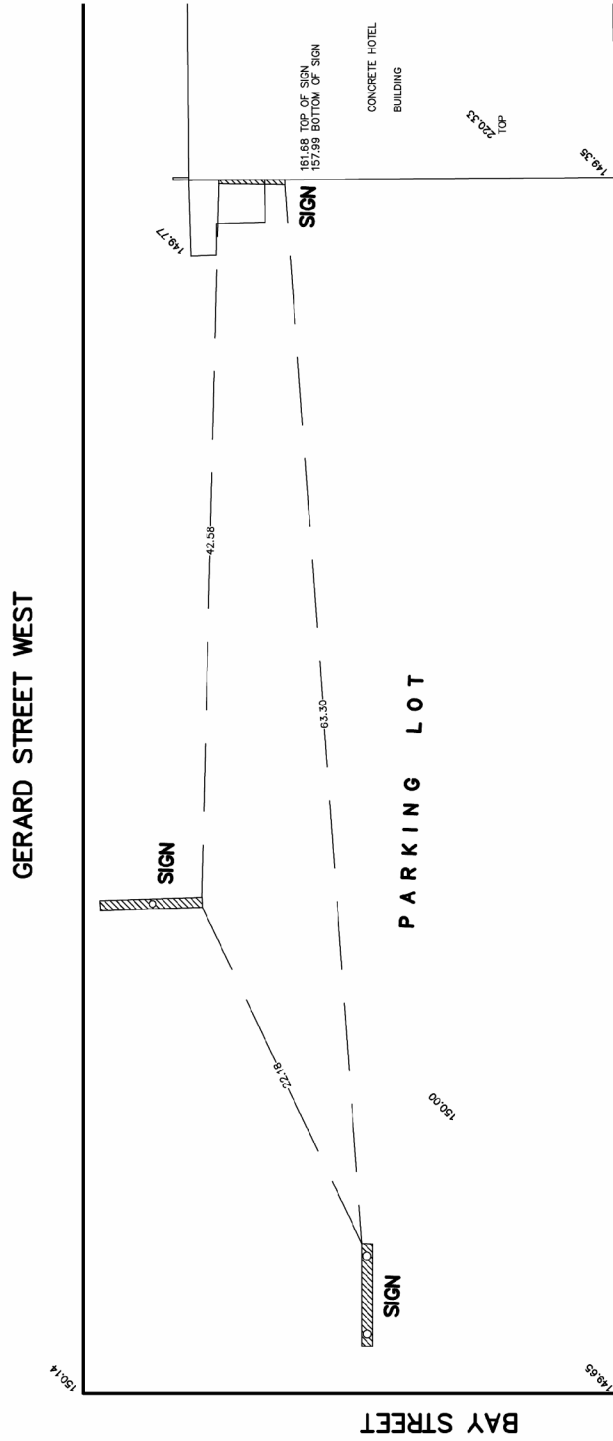
Elevations

Applicant's Submitted Drawing

Not to Scale
03/12/08

File # 08_104970

Attachment 2: Sign Locations



33 Gerrard Street West

Sign Locations

Applicant's Submitted Drawing

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