

**Sign Variance - Supplementary - 1A Atlantic Avenue**

<b>Date:</b>	March 31, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	07-274598

**SUMMARY**

This further report is for information only about a matter currently before the Committee (Item TE 14.3) for which the Community Council has delegated authority from City Council to make a final decision.

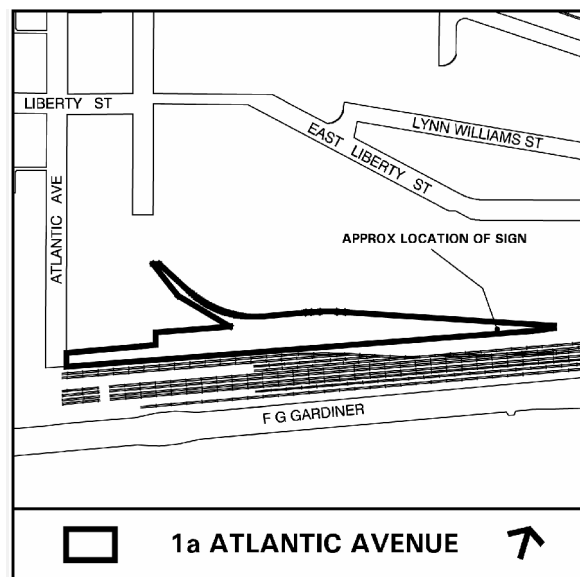
**RECOMMENDATIONS**

**The City Planning Division recommends that this report be received for information.**

**COMMENTS**

On March 22, 2007, a sign permit was issued to the owner of 1A Atlantic Avenue to erect a new sign that conforms to the sign regulations in the Municipal Code.

This as-of-right sign is for the same site that the owner has submitted an application for a sign variance. The sign variance for 50 m2 is twice the permitted face area permitted as-of-right (area of 25.0 m2). The height of 20 m from grade to the top of the sign is 5 m higher than permitted.



The additional face area requested would significantly increase the visual impact of the sign and its effect on the surrounding businesses and emerging residential uses. In addition the taller sign would become more visible from the Gardiner Expressway, something the municipal code expressly tries to prevent.

This report does not alter staff's recommended refusal of the proposed variances, and is for information only.

## **CONTACT**

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## **SIGNATURE**

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Raymond David, Acting Director  
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