

**Sign Variance Report
171 Dundas Street West**

Date:	December 3, 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:	07-279152

SUMMARY

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

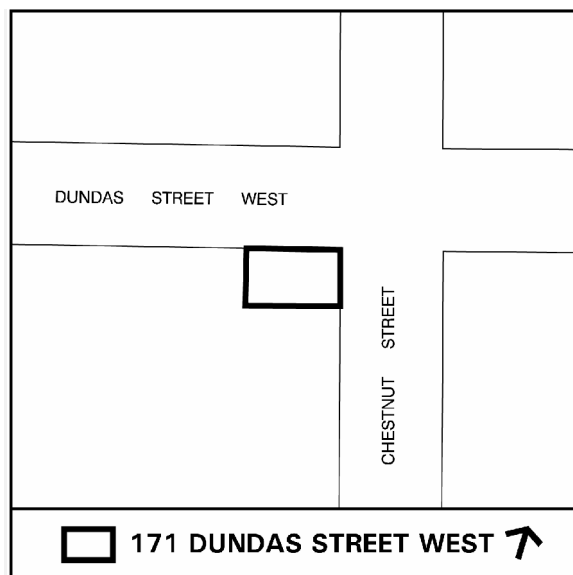
This report reviews and makes recommendations on a request by Steve Wolowich of CBS Outdoor Canada on behalf of Peter Lee of 730626 Ontario Inc., for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated roof sign on a two storey commercial building at 171 Dundas Street West.

Staff recommends refusal of this 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 request for a



variance to permit, for third party advertising purposes, an illuminated roof sign on a two storey commercial building at 171 Dundas Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of Dundas Street West and Chestnut Street in a CR zone. The property contains a two-storey commercial building. The applicant is seeking permission to erect, for third party advertising purposes, an illuminated tri-vision roof sign on top of this two-storey commercial building. The illuminated tri-vision sign is 6.10m wide and 3.05m high with an area of 18.61m².

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 (16)	To erect, for third party advertising purposes, an illuminated tri-vision roof sign on top of a two-storey commercial building located in a CR zone.	A third party roof sign on a building located in a CR or MCR zone is not permitted.

COMMENTS

At its meeting of April 24, 1995, City Council passed By-law 1995-0229 to amend Chapter 297 of the Municipal Code to prohibit roof signs in all CR and MCR zone districts in the former City of Toronto. The prohibition resulted from a study of signage along the City's "Main Streets" which detailed the unattractive appearance of roof signs within the mixed-use zone districts and from adjacent residential districts as well as the negative effect on skyline views. It is staff's opinion that the proposed sign would undermine the policy and diminish the objectives for quality urban design in this area.

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

CONTACT

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SIGNATURE

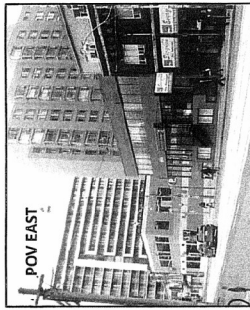
Gary Wright, Director
Community Planning, Toronto and East York District

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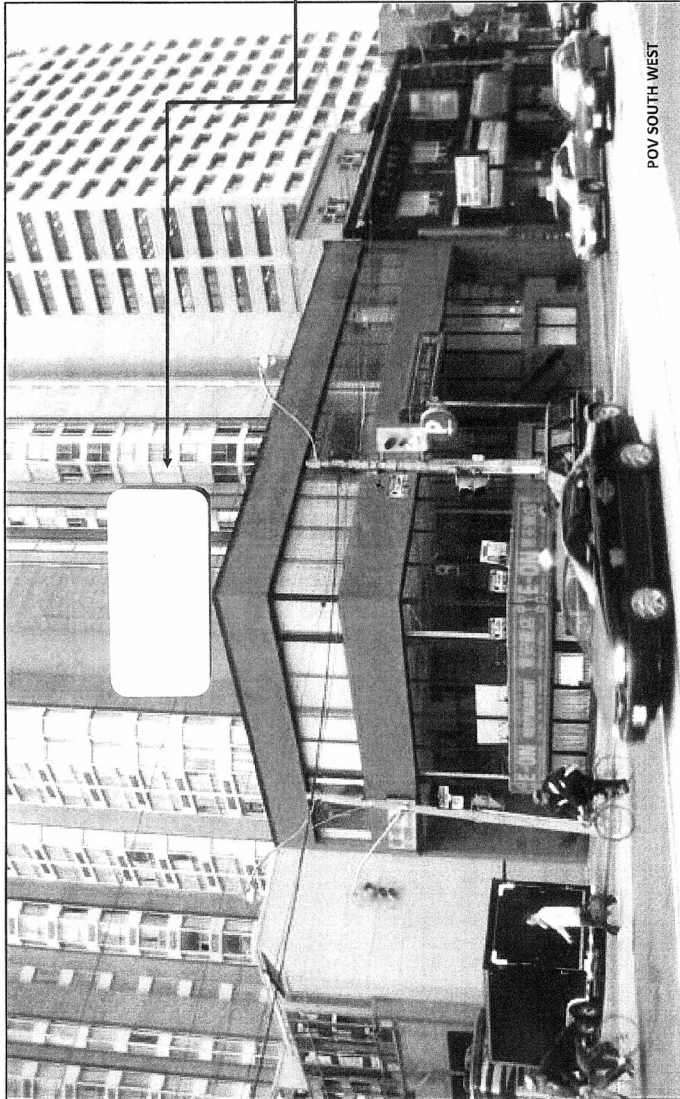
ATTACHMENTS

Attachment 1: Elevation

Attachment 1: Elevation



Proposed sign shall be 1 - 10' x 20' single sided illuminated trivision display (See attached drawing) located on the NE corner of the property. The display area shall face NE and away from any immediate surrounding residential condo's. The overall height above the roof shall be Five (5) metres. The sign shall be illuminated with a front lit single fixture using energy efficient lamps



Elevation

171 Dundas Street West

Applicant's Submitted Drawing

Not to Scale
11/26/07

File # 07_279152