

Sign Variance - 1484 Dundas St W

Date:	December 16, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 18 – Davenport
Reference Number:	2008TE049

SUMMARY

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

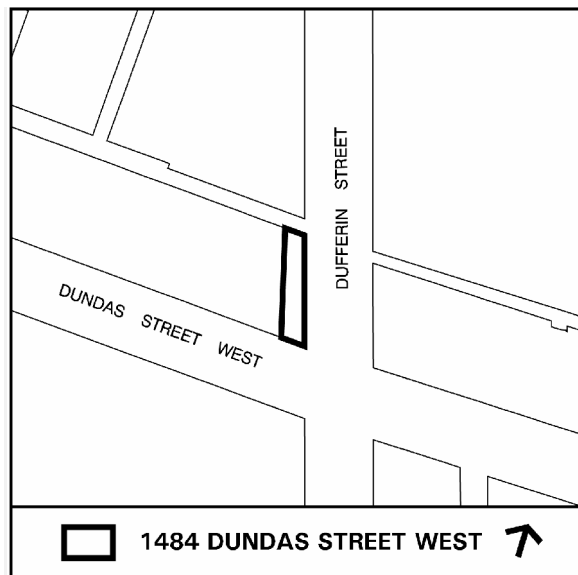
This report reviews and makes recommendations on a request by Daniel Bordonali of Sutherland & Associates on behalf of M + MJ Limited for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 1484 Dundas Street West.

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

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 1484 Dundas Street West.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the northwest corner of Dufferin Street and Dundas Street West in a “CR” zone. The property contains a three-storey building with retail uses at grade level. The applicant is seeking permission to install, for third party advertising purposes, one non-illuminated fascia sign at the second floor level, on the east elevation of the building. The proposed sign is 6.71m wide and 3.35m high with an area of 22.48m² and would be located a minimum of 3m from the adjacent grade at the sidewalk level.

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
2. Chapter 297-10D(5)(f)	To install a non-illuminated fascia sign, for third party advertising purposes, on the east elevation of the building facing Dufferin Street.	A fascia sign, for third party advertising purposes, is not permitted to face a street.

COMMENTS

The first variance is required because the proposed sign would be located on the east elevation of the building and it would face Dufferin Street. The Municipal Code does not permit third party signs to face a street. The intent of the by-law is to protect the business tenants in the building to display their first party signage without forcing them to compete with the advertising industry for their third party signage. In this instance the proposed sign would be substantially larger than and directly beside the existing first party fascia sign use to identify the ground floor tenant.

Given the size and positioning of the proposed sign in relationship to the existing signage and building, 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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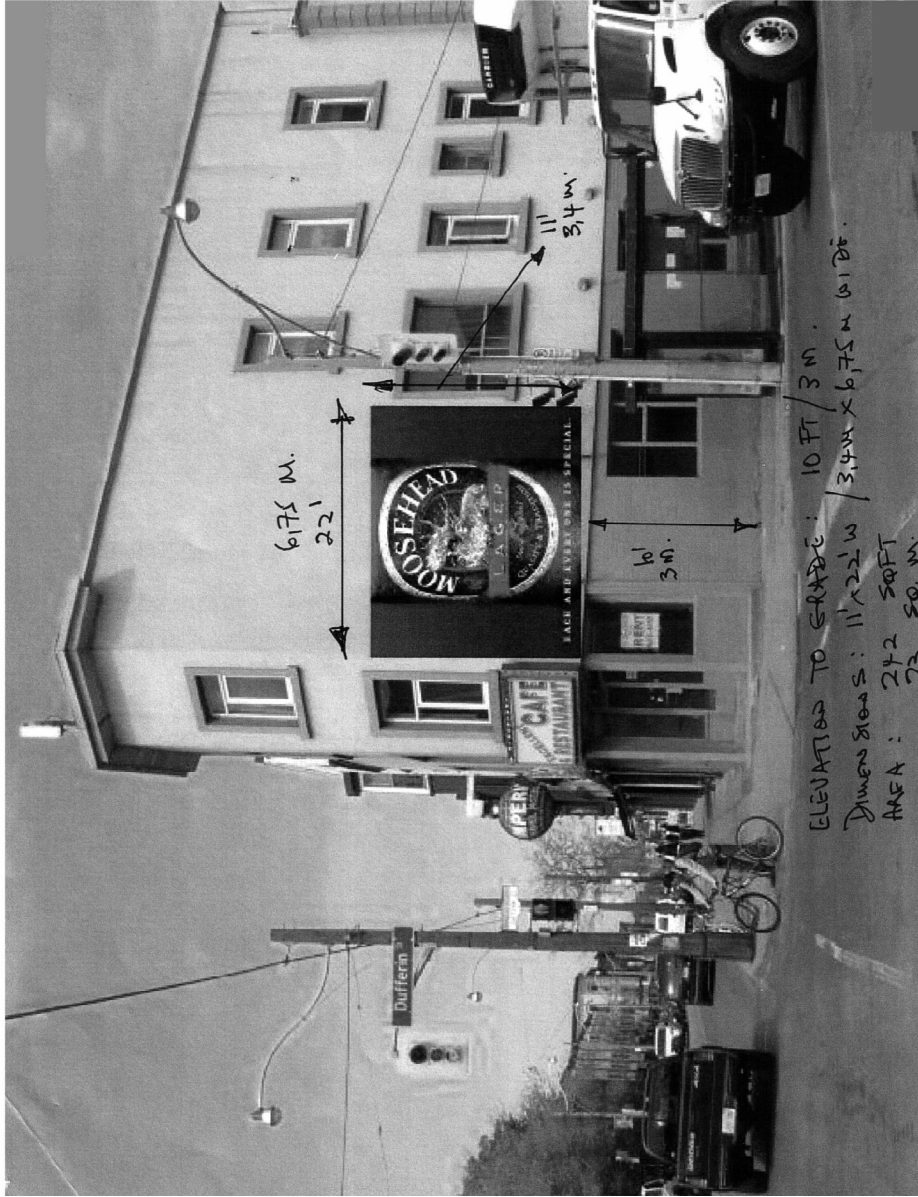
SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Proposed Signage

Attachment 1: Proposed Signage



Proposed Signage

Applicant's Submitted Drawing

Not to Scale
11/26/08

1484 Dundas Street west

File # 08_217934