

Sign Variance - 466 Sherbourne St

Date:	January 12, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE018 09 192017 ZSV 00 ZR

SUMMARY

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

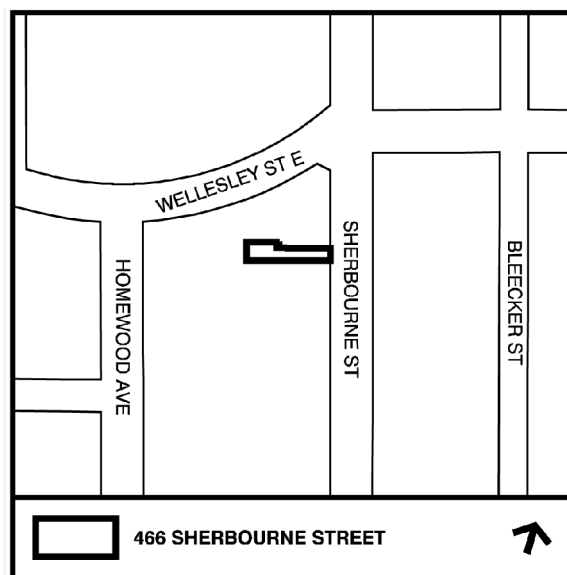
This report reviews and makes recommendations on a request by Timothy May of CBS Outdoor, on behalf of Pavai Kanagathurai for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an illuminated existing fascia sign with an illuminated tri-vision fascia sign on the north elevation of the building.

Staff recommends refusal of this application. The variance is 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 a variance to permit, for third party advertising purposes, replacement of an illuminated existing fascia sign with an illuminated tri-vision fascia sign on the north elevation of



the building at 466 Sherbourne Street.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located south of Wellesley Street on the west side of Sherbourne Street in an R zone. The property contains a three-storey building with retail uses at grade level. The applicant is requesting permission to replace, for third party advertising purposes, an illuminated fascia sign with an illuminated tri-vision fascia sign on the north elevation of the building. The existing fascia sign, as well as the proposed tri-vision fascia signs, each is 6.38m wide and 3.29m high with an area of 21.0m².

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
Chapter 297-9(Permitted Uses)	To replace, for third party advertising purposes, an existing illuminated fascia sign with a newly designed illuminated tri-vision fascia sign on the north elevation of a building located in an R zone.	A third party sign in an R zone is not permitted.

COMMENTS

The variance is required because the Municipal Code does not permit any sign for third party advertising purposes in an R zone. The intent of the by-law is to protect residences in the R zone districts from any negative effect from illumination and commercial advertising of third party signs onto the residences in the vicinity, on to the building to which they are attached and on the streetscape.

In this instance, the proposal is to replace, for third party advertising purposes, an illuminated fascia sign with a newly designed illuminated tri-vision fascia sign which is not permitted by the current by-law.

This application clearly contradicts the City's prohibition of third party signs in the R zone and its clear objective to prohibit this type of signage under the current by-law. It is staff's opinion that permitting replacement of an illuminated third party fascia sign with a newly designed illuminated third party tri-vision fascia sign for third party advertising purposes by way of a minor variance application would undercut the clear intent of City policy and would undermine the integrity and the spirit of the Municipal Code.

Staff can advise that a third party tri-vision fascia sign in an R zone, as outlined in this application would not be permitted in the sign district to be established under the new sign by-law approved by City Council at their meeting of December 8, 2009.

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

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Site Plan

Attachment 2: Elevation

Attachment 3: Elevation

Staff report for action – Sign Variance - 466 Sherbourne St



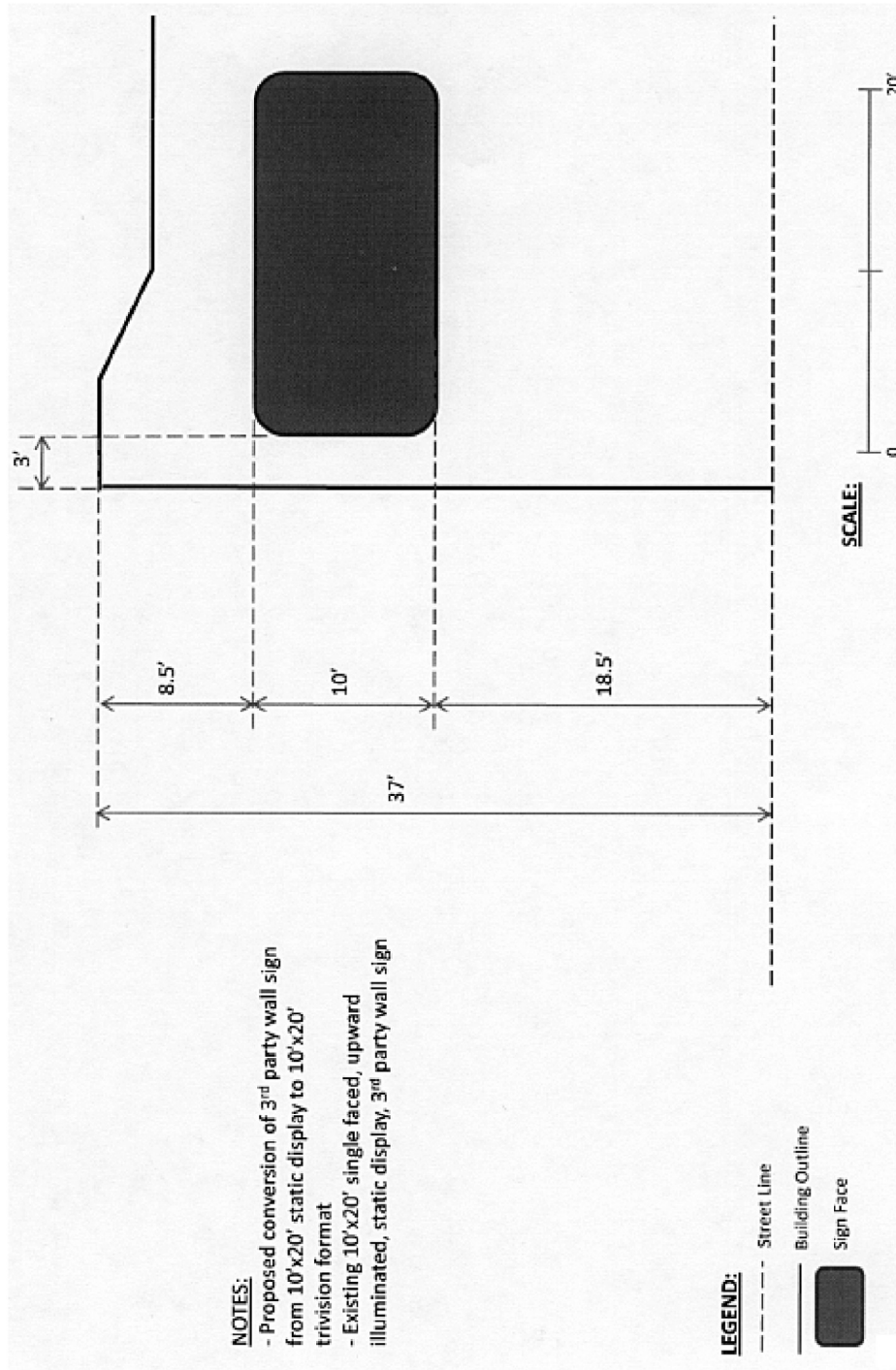
466 Sherbourne Street

Applicant's Submitted Drawing

Not to Scale
01/08/2010

File # 09 192017

Attachment 2: Elevation



Elevations

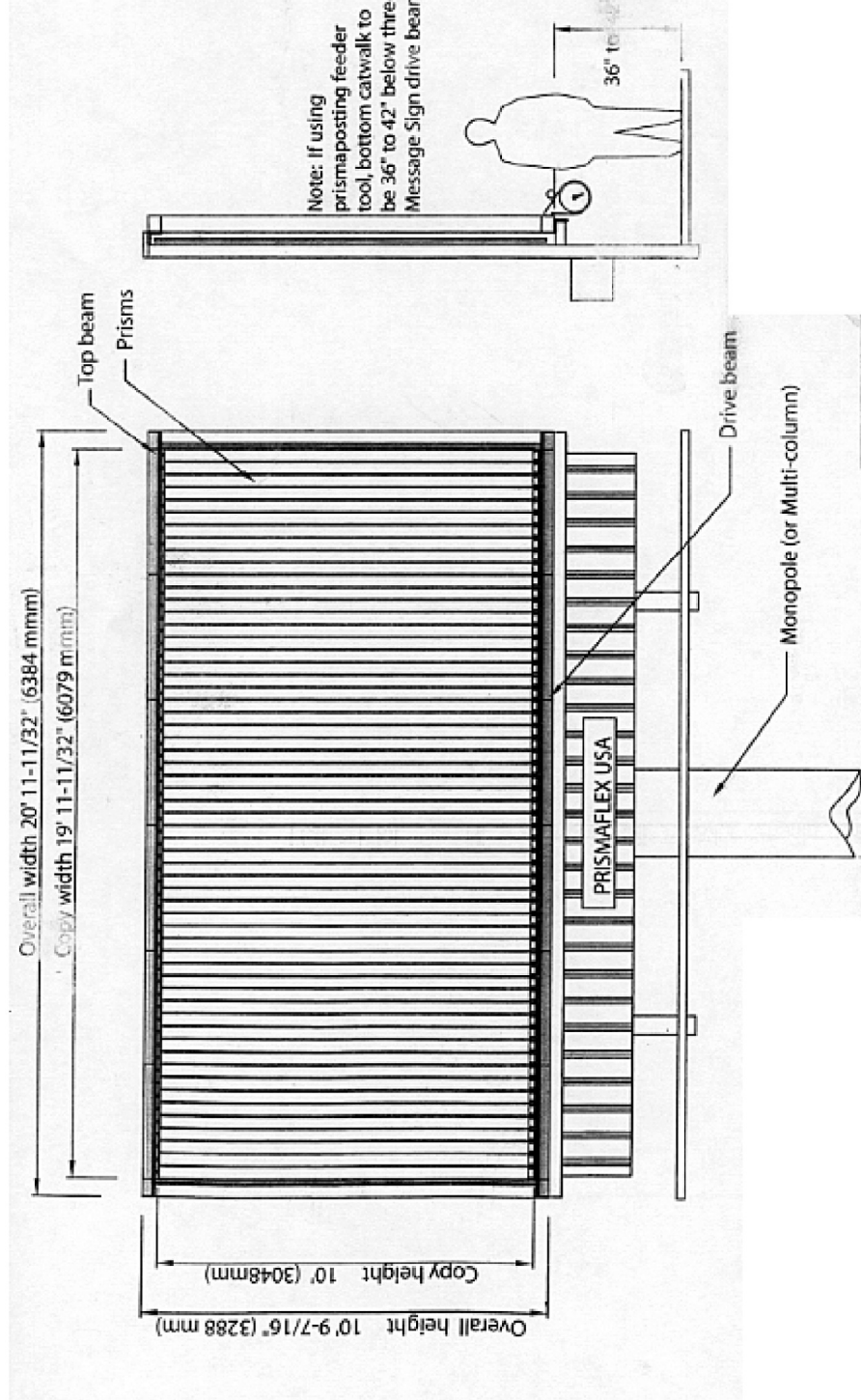
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