

Sign Variance - 2821 Dundas St W

Date:	January 12, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 14 – Parkdale-High Park
Reference Number:	P:\2010\Cluster B\BLD\Toronto and East York\2010TE020 09 190041 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.

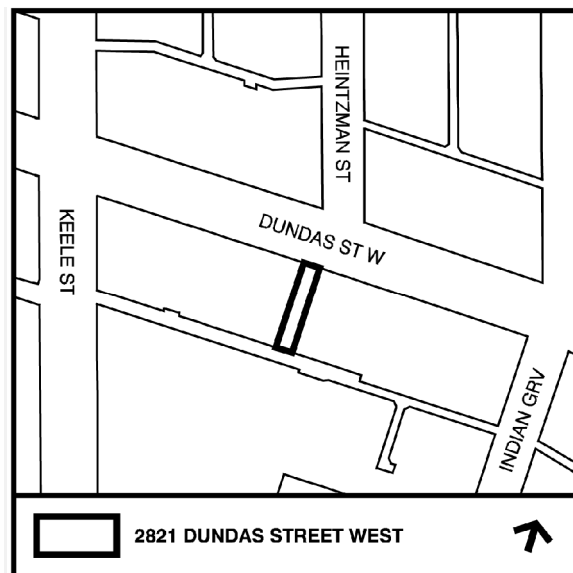
This report reviews and makes recommendations on a request by Timothy May of CBS Outdoor, on behalf of Robin Kristein for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated “V” shape roof sign that contains an illuminated static sign board facing east and an illuminated tri-vision sign board facing west. The proposed third party roof sign would be located on top of a two-storey building at 2821 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 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, an illuminated tri-vision “V-Shape” roof sign



containing an illuminated static sign board facing east and an illuminated tri-vision sign board facing west. The roof sign would be located on top of a two-storey building at 2821 Dundas Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located east of Keele Street on the south side of Dundas Street West in an MCR zone. The property contains a two-storey building with retail uses at grade level. The applicant is requesting permission to install, for third party advertising purposes, an illuminated “V-Shape” roof sign on top of a two-storey building that contains an illuminated static sign board facing east and an illuminated tri-vision sign board facing west. Each face of the roof sign 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
1. Chapter 297-10D (16)	To install, for third party advertising purposes, an illuminated “V-Shape” roof sign on top of a two-storey building located in an MCR zone.	A third party roof sign located on a building in a CR or MCR zone is not permitted.

COMMENTS

The variance is required because the Municipal Code does not permit any roof sign in a CR or MCR zone. 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.

In this instance, the proposal is to install, for third party advertising purposes, an illuminated “V” shape roof sign containing a tri-vision sign board which is not permitted by the current by-law.

Staff can advise that the roof sign as outlined in this application is expressly prohibited in the sign district to be established under the new sign by-law approved by City Council at their meeting of December 8, 2009.

This application clearly contradicts the City's prohibition of roof signs and its clear objective to prohibit this type of signage under the current by-law. It is staff’s opinion that permitting an illuminated, tri-vision roof 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 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

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

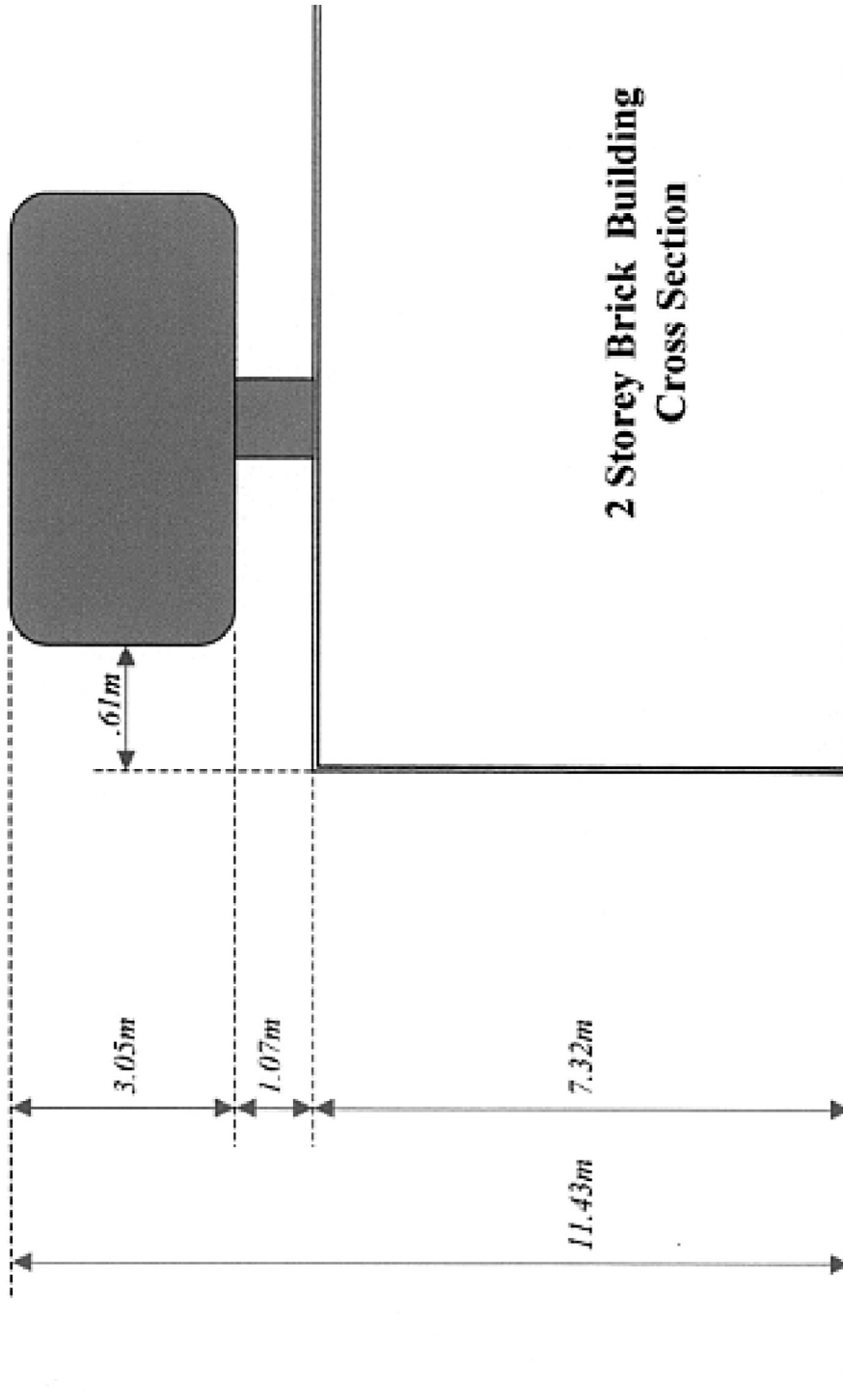
ATTACHMENTS

Attachment 1: Elevations

Attachment 2: Elevations

Attachment 3: Site Plan

Attachment 1: Elevations



Elevations

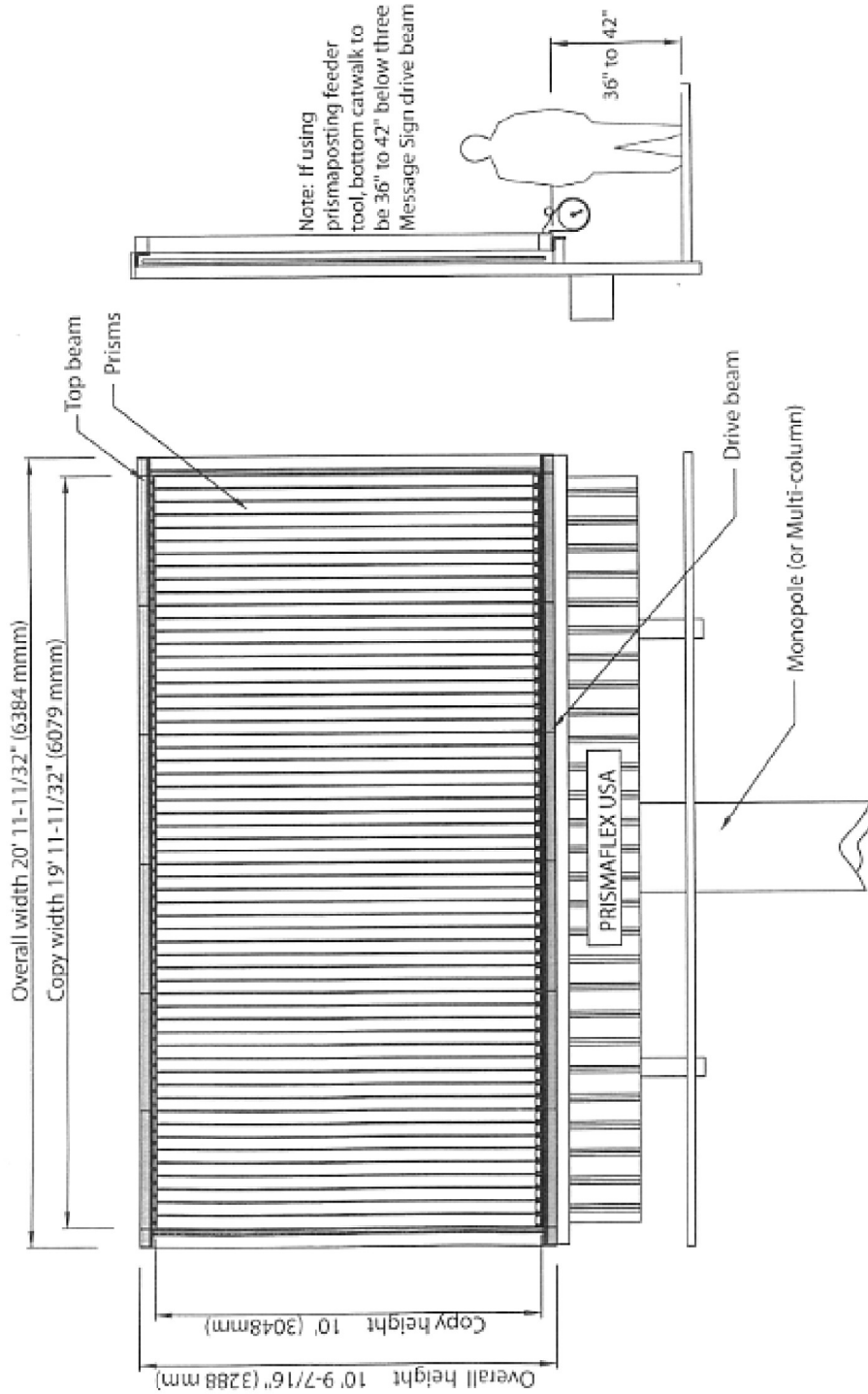
2821 Dundas Street West

Applicant's Submitted Drawing

Not to Scale
01/08/2010

File # 09_190041

Attachment 2: Elevations



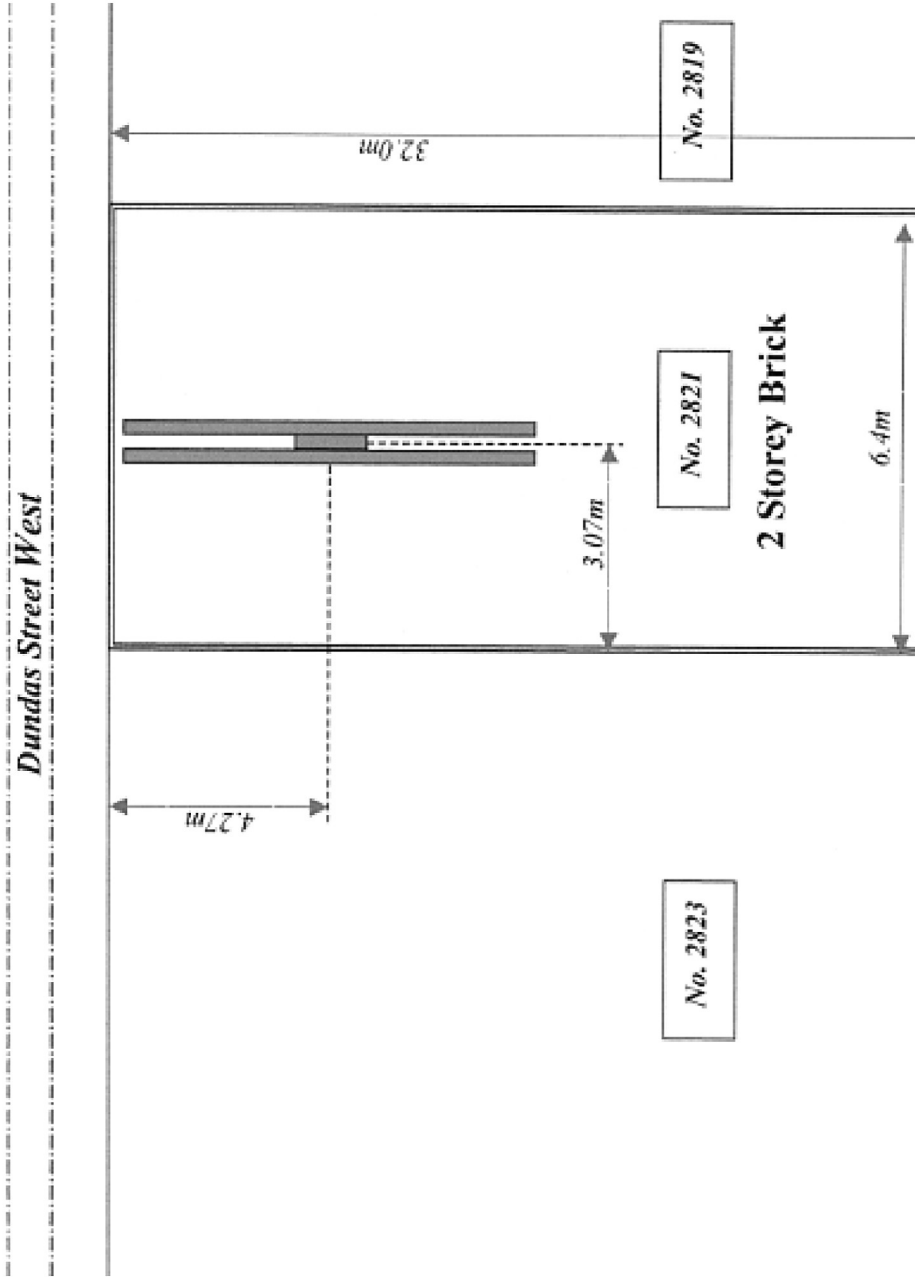
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Elevations
 Applicant's Submitted Drawing

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Attachment 3: Site Plan



Site Plan

Applicant's Submitted Drawing

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