

**Sign Variance - 488 Dupont St**

<b>Date:</b>	March 2, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	2010TE088 10 120199 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 Steve Wolowich of Astral Media Outdoor, L.P., on behalf of 488 Dupont Street Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, replacement of an existing legal non-conforming illuminated roof sign with a newly designed illuminated roof sign containing a horizontally rotating scroll copy attribute located on top of a one-storey building at 488 Dupont Street.

Staff recommends refusal of this 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 permit, for third party advertising purposes, replacement of an existing “V- shape” illuminated



roof sign with a newly designed illuminated “V-shape” tri-vision roof sign containing a horizontally rotating scroll copy attribute located on top of a one-storey building at 488 Dupont Street.

**Financial Impact**

The recommendations in this report have no financial impact.

**ISSUE BACKGROUND**

The property is located west of Bathurst Street, on the north side of Dupont Street in an I1 D2 zone. The property contains a one-storey building. The applicant is seeking permission to replace, for third party advertising purposes, an existing legal non-conforming illuminated roof sign with a newly designed illuminated roof sign containing a horizontally rotating scroll copy attribute located on top of a one-storey building at 488 Dupont Street.

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 297-10.B.(2)	To replace an existing legal non-conforming illuminated roof sign with a newly designed illuminated roof sign containing a horizontally rotating scroll copy attribute	The proposed sign contains an attribute that is a rotating scroll in the I1 D2 zone is not specifically permitted.
2. Chapter 297-11 DD (2)	The sign would be located less than 40.0m from a lot in R zone.	An illuminated roof sign located less than 40.0m from a lot in R zone is not permitted.
3. Chapter 297-10F	The sign may be located less than 60.0m from other third party signs located in the vicinity.	A third party sign is required to have a separation distance of minimum 60.0m from other third party sign in the vicinity.
4. Chapter 297-11 DD. (2)	The proposed height of the roof sign is approximately 12m.	A roof sign is limited to a height of 10m.

**COMMENTS**

The proposed third party illuminated roof sign would be located less than the required minimum distance of 40.0m to a residential zone is not being maintained. In addition the sign would not comply with the required 60.0m separation distance from other third party

signs located in the vicinity. There is another third party roof sign on the opposite side of the street (483 Dupont Street). Further, the sign is higher than would be otherwise permitted (12m vs. 10m). Staff can not justify recommending approval of this application by way of a minor variance application.

Staff can advise that roof signs under the new sign by-law recently approved by Council are a specifically prohibited sign type and accordingly any approval under the new sign by-law would require a site specific amendment and could not be approved under the variance process.

The number and nature of the requested variances could not be considered minor 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**

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

## **ATTACHMENTS**

Attachment 1: Site Plan and Photo

Attachment 2: Elevation and Photos



## Attachment 2: Elevation and Photo

