

Clause embodied in Report No. 9 of the Humber York Community Council, as adopted by the Council of the City of Toronto at its meeting held on November 6, 7 and 8, 2001.

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**1153 Queen Street West - Request for Approval of a
Variance from Chapter 297, Signs, of the (Former)
City of Toronto Municipal Code; Applicant: Thomas Smith
Mediacom Inc. on Behalf of Benjamin C. Woolfitt
(Davenport, Ward 18)**

(City Council on November 6, 7 and 8, 2001, adopted this Clause, without amendment.)

The Humber York Community Council recommends that:

- (1) Application No. 901070 for a variance from Ch. 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated ground sign on the Queen Street West frontage of the property at 1153 Queen Street West, be approved, subject to the owner of 894 Queen Street West removing the sign at that property; and**
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.**

The Humber York Community Council submits the following report (September 24, 2001) from the Director, Community Planning, South District:

Purpose:

To review and make recommendations for an application for a variance to permit, for third party advertising purposes, an illuminated ground sign on the Queen Street West frontage of the property at 1153 Queen Street West.

Financial Implications:

There are no financial implications resulting from the adoption of this report.

Recommendation:

It is recommended that:

City Council refuse Application No. 901070 for a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an

illuminated ground sign on the Queen Street West frontage of the property at 1153 Queen Street West.

Comments:

The property is located east of Dufferin Street on the south-west corner of Queen Street West and Abell Street in a mixed-use “MCR” district. The applicant is requesting permission to erect, for third party advertising purposes, an illuminated two face ground sign on the Queen Street West frontage of the property. The sign is 6.10 metres wide and 3.05 metres high with an area of 18.61 m² and an overall height of 9.0 metres (see Attachment Nos. 1-2).

The sign does not comply with Chapter 297 of the Municipal Code in that a ground sign, for third party advertising purposes, is not permitted in a mixed-use “MCR” district.

At its meeting of April 2, 1996, the former City of Toronto Council passed By-law No. 1996-0172 to amend Chapter 297 of the Municipal Code to prohibit third party ground signs and pedestal signs in mixed-use “CR” and “MCR” districts and to increase the separation and setback requirements for these signs throughout the rest of the city. These regulations are aimed at reducing sign proliferation in the city’s commercial/residential districts, and ensuring that, where possible, sight lines for motorists, cyclists and pedestrians are improved. In this instance, the proposed two face ground sign would be located only 0.61 metre from the property line instead of the required 2.00 metres. An existing third party ground sign is located on the adjacent property to the west and an existing four-sided third party pedestal sign is located at the south-east corner of Queen and Abell Streets. Also, an existing transit shelter containing third party advertising panels is located less than 2.00 metres from the proposed sign location. In my opinion, the proliferation of third party advertising signs in such close proximity to the intersection results in unnecessary sign clutter.

Consequently, I am recommending that this application be refused, as I consider the variance to be significant and not within the general intent and purpose of the sign provisions of the Municipal Code.

Contact:

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(The Attachments referred to in the foregoing report were forwarded to all Members of the Humber York Community Council with the Agenda for its meeting on October 23, 2001, and copies thereof are on file in the office of the City Clerk, York Civic Centre.)

The following persons appeared before the Humber York Community Council in connection with the foregoing matter:

- Mr. Barry Alper, owner of 894 Queen Street West; and
- Mr. Thomas Smith of Mediacom Inc.