



**STAFF REPORT
ACTION REQUIRED**

Application by Strategic Outdoor for Three Variances with Respect to a Third Party Sign on the Premises Municipally Known as 235 Danforth Avenue - Application to Consider

Date:	December 16, 2011
To:	Toronto and East York Community Council
From:	Chief Building Official and Executive Director, Toronto Building
Wards:	Ward 30 – Toronto-Danforth
Reference Number:	P:\2011\Cluster B\BLD\TE11031

SUMMARY

City Council, at its meeting of February 23, 2010 enacted Chapter 694, Signs, General, of the City of Toronto Municipal Code, which established the Sign Variance Committee and under the authority of Section 21(1) of the *City of Toronto Act, 2006*, delegated the authority to hear and decide on applications respecting variances for third party signs. The Sign Variance Committee sits as a quasi-judicial body and conducts fair and impartial hearings in accordance with its own adopted Rules of Procedure By-law and in accordance with the *Statutory Powers Procedure Act* and The Code of Conduct for Members of Adjudicative Boards, City of Toronto.

Subsection 694-30R(2), establishes that a decision of the the Sign Variance Committee to grant a variance or to grant a variance with conditions, will be final and binding 21 days after the date the decision is issued unless an application to reconsider is filed by the ward councillor in accordance with subsection 694-30S. If an application to consider is made by the local ward councillor, the application for a variance is required to be heard and considered by the respective Community Council for recommendation to City Council for final decision.

Under subsection 694-30T, upon receiving an application to consider from a ward councillor pursuant to subsection 694-30S, the Chief Building Official shall report as necessary to the next available meeting of the Community Council for the geographical area containing the premises where the sign is proposed to be erected or displayed which will hear and consider the application for variance and make recommendations to Council

for final decision. This report from the Chief Building Official provides the original third party sign variance application, made by the applicant, the subsequent decision made by the Sign Variance Committee, (granting three separate variances from Chapter 694, with respect to a proposal to erect and display one illuminated third party wall sign with static copy on the westerly facing wall of an existing four storey medical building subject to a condition that the sign be non-illuminated), and all communications filed with the Sign Variance Committee.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building recommends that:

1. City Council approve the variance requested from §694-22D to allow the third party wall sign to be erected within 100.0 metres of other existing third party signs;
2. City Council approve the variance requested from §694-25A(1)(a) to allow the sign face area of the third party wall sign to exceed 20.0 square metre; and
3. City Council approve the variance requested from §694-25A(1)(b) to allow the third party wall sign to be erected higher than 15.0 metres above grade.

Financial Impact

There are no financial impacts associated with this report.

DECISION HISTORY

Proposed Amendments to Chapter 27 and Chapter 694 of the City of Toronto Municipal Code Arising From City Council's Amendments Respecting Appeals of Decisions by the Sign Variance Committee

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2010.PG34.1>

Application by Strategic Outdoor for Three Variances with Respect to a Third Party Sign Proposal at 235 Danforth Avenue - TP-11-00018

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.SB6.15>

ISSUE BACKGROUND

As provided for in subsection 694-30A of Chapter 694, an application for a variance from the provisions of Chapter 694 may only be granted where it is established that the proposed sign:

1. Is warranted based on physical circumstances applicable to the property or premises;

2. Is consistent with the architecture of the building or development of the property;
3. Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign;
4. Will not alter the essential character of the area;
5. Will not adversely affect adjacent properties;
6. Will not adversely affect public safety;
7. Is, in the opinion of the decision maker, not contrary to the public interest;
8. Is of a sign class or a sign type that is permitted in the sign district where the premises is located; and
9. Is not expressly prohibited by subsection 694-15B.

As previously mentioned, the Sign Variance Committee operates as a quasi-judicial body, through a delegated authority allowed by the *City of Toronto Act, 2006*. The Committee's decision-making powers are independent of Toronto City Council and are final except where an application to consider is made by the local Ward Councillor. What is before this Community Council is an application requesting three separate variances from Chapter 694, to be considered in accordance with the criteria established by subsection 694-30A.

Subsection 694-30S of Chapter 694 provides a local ward councillor with the ability to within 20 days of the decision of the Sign Variance Committee to grant a variance or grant a variance with conditions elect to have an application to be considered by City Council in accordance with the the established criteria provided for in subsection 694-30A. If such an application to consider is filed, Chapter 694 requires City Council to consider the third party sign variance application in accordance with the criteria established for in subsection 694-30A and may: 1) grant a variance; 2) grant a variance with conditions; or, 3) refuse to grant a variance. If Council grants a variance or variances, the proposal must satisfy all of the established criteria provided for in subsection 694-30A. Any decision of City Council is final and binding.

COMMENTS

This report is in response to an application to consider made and filed by Councillor Paula Fletcher on December 5, 2011, pursuant to subsection 694-30S.

The sign variance application was heard by the Sign Variance Committee at its meeting on November 22, 2011. Staff supported the application and recommended that the Sign Variance Committee grant the three variances that would be required to allow the proposed sign to be erected and displayed.

The requested variances are described in the following table:

SECTION	REQUIREMENT	PROPOSAL
694-22D	A third party sign shall not be erected within 100 metres of any other third party sign.	There is a third party ground sign at 242 Danforth Avenue, approximately 80 metres to the northeast. There is a third party roof sign at 165-167 Danforth Avenue, approximately 95 metres to the west.
694-25A(1)(a)	A third party wall sign is permitted provided the sign face area shall not exceed 20.0 square metres.	The sign face area of the proposed third party wall sign will be 44.53 square metres.
694-25A(1)(b)	A third party wall sign is permitted provided the height of the sign shall not exceed 15.0 metres.	The proposed third party wall sign will be approximately 15.7 metres high.

The proposed third party wall sign is to be 7.30 metres wide by 6.10 metres long and at a height of approximately 15.70 metres. The proposed third party wall sign is intended to replace a previously approved non-illuminated mural sign for the purpose of advertising, having a sign face area of 42.74 square metres and located at an overall height of 15.0 metres.

The Sign Variance Committee adopted the recommendations of staff and granted the three variances requested on condition that the sign be non-illuminated despite the provision of subsection 694-18 respecting illumination.

CONTACT

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SIGNATURE

V. Ann Borooah,
Chief Building Official and Executive Director, Toronto Building

ATTACHMENTS

1. Sign Variance Committee Decision – Item SB6.15
2. Staff Report – Application by Strategic Outdoor for Three Variances with Respect to a Third Party Sign Proposal at 235 Danforth Avenue - TP-11-00018

3. Communications –

- (October 25, 2011) E-mail from Lewis Baios (SB.Main.SB6.15.1)
- (October 31, 2011) E-mail from Jack Horsley (SB.Main.SB6.15.2)
- (November 7, 2011) E-mail from Ken Brooks (SB.Main.SB6.15.3)
- (November 8, 2011) E-mail from Marlene Greenberg and John Abrahamson (SB.Main.SB6.15.4)
- (November 8, 2011) E-mail from Shin Imai (SB.Main.SB6.15.5)
- (November 15, 2011) E-mail from Toni Begos (SB.New.SB6.15.6)
- (November 17, 2011) E-mail from Robert Gibson (SB.New.SB6.15.7)
- (November 18, 2011) E-mail from Craig Truscott and Nancy Truscott (SB.New.SB6.15.8)
- (November 20, 2011) E-mail from Lewis Gonsalves (SB.New.SB6.15.9)
- (November 21, 2011) E-mail from Tony Lee-Chin (SB.New.SB6.15.10)
- (November 21, 2011) E-mail from Eddy Popp (SB.New.SB6.15.11)
- (November 21, 2011) E-mail from Michael J. Purko (SB.New.SB6.15.12)
- (November 21, 2011) Letter from Councillor Paula Fletcher (SB.New.SB6.15.13)