FILE # PP-11-00036.

Rational for Approval of Sign variance Application for a replacement wall sign at 260 Church Street

The premises, municipally known as 260 Church Street is located at the southwest corner of Church and Duodas Streets and within couple of blocks from the famous Yonge / Duodas Square known for its glamorous and large format signs.

The proposal is to replace an existing “Grand fathered” wall mural sign having a sign area of 100 m², with a newly designed vinyl wall sign having an area of 44.98 m² to be located on the south wall of an existing old building which faces a surface parking lot located to south of this property. The existing 100 m² mural wall sign was approved under Chapter 297, Signs, of the former City of Toronto Municipal Code and it can stay on this wall for an indefinite period. Whereas, a new well designed vinyl wall sign of a much smaller size and would be located on the south wall of the building. With this approval, City stands to gain a sum of approximately $12,250.00 in the form of sign tax and plus $2850.00 for sign permit and application fees, a total sum of $15,100.00 over a period of five year. Also, we understand that Under Chapter 694, City has the right to deny the renewal of a sign permit after a period of five years if the area goes through development pressure.

We believe that our proposal meets all established criteria as described below:

1. Physical circumstances applicable to the property or premises

The proposal in simple term is for replacement of an existing 100.0 m² “Grand Fathered” wall mural sign with a much smaller size non-illuminated (vinyl) wall sign having an area of 44.98 m² and at the same location on the same south facing wall of an old three storey commercial building located on the premises. The south facing wall of the building is bare brick wall and a smaller than the proposed sign would not be an appropriate proposition or do justice to display of a vibrant and professionally designed sign adjacent to an unsightly leftover bare brick wall of this almost century old building. The vibrant design and colours of the proposed (vinyl) wall sign would contribute and enliven the bare wall, streetscape and the adjacent parking lot.

2. Consistency with the architecture of the building or the development of the property

The proposal does not reflect any substantial change in term of sign type, sign class or sign location on the south wall of the building. It is a simple change from a painted wall mural to a printed vinyl wall sign. The proposed well designed and a much smaller size sign would actually contribute to a positive change to the architecture and bare brick wall of this old building and adjacent surface parking lot.
(3) **Consistency with buildings and other features of properties or premises within 120 metres of the location of the proposed signage**

As stated in the above point that the proposal does not reflect major change in terms of attributes of the sign including size, height and location. Also, several other third party wall signs with similar attributes to one proposed that are erected within the general vicinity of this property. Therefore the proposal is consistent with the buildings and features of other properties within 120 metres.

(4) **Alteration of the essential character of the area**

As the premises is located in a CR-Commercial Residential sign district, where third party wall signs are permitted. In this case also, the proposal is to replace an existing painted mural wall sign with a well designed vinyl wall sign. The property is located in an area which is situated within a short distance from Yonge / Dundas Square, which is a hub of spectacular third party signage in the city. Therefore, the proposed sign of modest size will not alter the essential character of this commercial area.

(5) **Adverse affect on adjacent properties**

The properties located south of this property on Church Street are mostly two or three storey commercial buildings. The sign is facing an adjacent surface parking lot to the south. The proposed replacement sign on the south wall of the building would not be visible to adjacent properties located to the west or to the north. Moreover, the sign is a non-illuminated replacement wall sign and would not adversely impact the adjacent properties.

(6) **Adverse affect on public safety**

The proposed vinyl wall sign will be attached by way of a certified “cable system” attached to the south wall and it would be certified by a professional engineer. Although the sign is located less than 30 metres from the intersection of Dundas Street East and Church Street, the sign would not be directly visible to the motorists at the intersection and therefore the sign would not adversely impact the public safety.

(7) **Public interest**

The third party sign variance application process prescribed in Chapter 694 is a public process. A notice on the property have been posted for a period of more than 30 days and a written notice of the proposal was mailed out to the local Ward Councillor and all the property owners of all properties and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. We believe that our efforts to display a well designed sign are satisfactory to your staff and the neighbouring public in the general vicinity.

(8) **Sign class, sign type and sign district permissions**
The property is located within a CR-Commercial Residential sign district and a third party wall sign is permitted in the CR-Commercial residential sign district.

(9) **Express prohibitions as per subsection 694-15B**

The proposed sign is not a type of sign which is expressly prohibited by §694-15B of Chapter 694, Signs, General.

We firmly believe that our proposal to replace an existing “Grand Fathered” wall mural sign of 100 m², with a 44.98 m² non-illuminated (vinyl) wall sign at the same location on the south facing bare brick wall of the building is an improvement to the building, streetscape and surrounding area. The proposed well designed sign will enhance otherwise a bare brick south wall of the building and under Chapter 694, Signs, General, it will give city the right to refuse the renewal of sign permit after five years if the general conditions in the area change.