

TORONTO STAFF REPORT

March 8, 2005

To: Toronto and East York Community Council

From: Director, Community Planning, South District

Subject: Request for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third-party advertising purposes, an illuminated fascia sign on the west elevation of a 9-storey high residential condominium apartment building at 550 Front Street West
04 195705 ZSV
Trinity - Spadina, Ward 20

Purpose:

To review and make recommendations on a request by Paul Seaman with Seaman & Associates for Abcon Media for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for-third party advertising purposes, an illuminated fascia sign on the west elevation of a 9-storey high residential condominium apartment building at 550 Front Street West.

Financial Implications and Impact Statement :

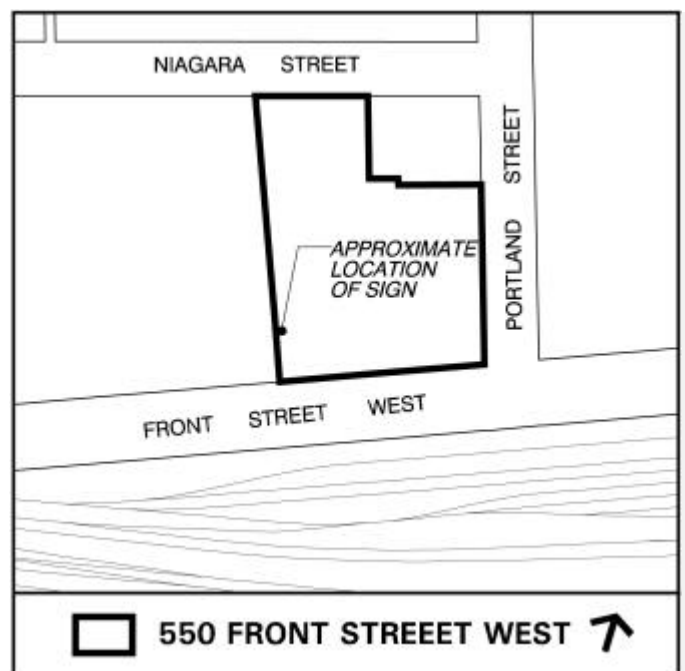
There are no financial implications resulting from the adoption of this report.

Recommendation:

It is recommended that the requested variances be **refused** to permit, for third-party advertising purposes, an illuminated fascia sign on the west elevation of a 9-storey high residential condominium apartment building at 550 Front Street West for the reasons outlined in this report.

Background:

The property is located west of Spadina Avenue on the north side of Front Street West



in an RA zone. The property contains a 9-storey high residential condominium apartment building with retail uses at grade level. The applicant is proposing to erect, for third-party advertising purposes, an illuminated fascia sign on the west elevation of the building. The sign is 7.62m wide and 6.10m high with an area of 46.48m². The top of the proposed sign would be 33.13m above grade.

Comments:

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
(1) Chapter 297-10D(5)(f)	To erect a fascia sign at the 9 th floor level of the building. The top of the sign would be 33.13m above grade.	Signs located above the 4 th floor level or 15.0m above grade are not permitted.
(2) Chapter 297-10D(5)(f)	The proposed sign would have an area of 46.48m ² .	The 46.48m ² area of the proposed sign would exceed by 21.48m ² , the maximum 25.0m ² permitted.
(3) Chapter 297-11 II	A third-party fascia sign on the west elevation of a residential condominium apartment building.	The proposed third-party fascia sign is not permitted.

The height and size of signs above grade are regulated in order to minimize the negative visual impact of these signs on the building to which they are attached, on the surrounding uses or on the streetscape. In this case, the sign would be intrusive and incompatible with emerging residential/commercial uses developing in this part of Front Street West .

It is staff's opinion that permitting a third-party sign on a residential building in an RA zone district would have a significant negative visual impact on the present and future residential and commercial developments. The approval of this application would set an unfortunate precedent for approval of more third-party signs on residential apartment buildings across the city. The intent of the signage provisions of the Municipal Code is to prevent signage from becoming the predominant characteristic of residential building facades.

Conclusions:

Staff is recommending that the request for the variances be refused. The requested variances are not minor and fail to meet the general intent and purpose of the sign provisions of the Municipal Code.

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Director, Community Planning, South District

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Applicant's Information:

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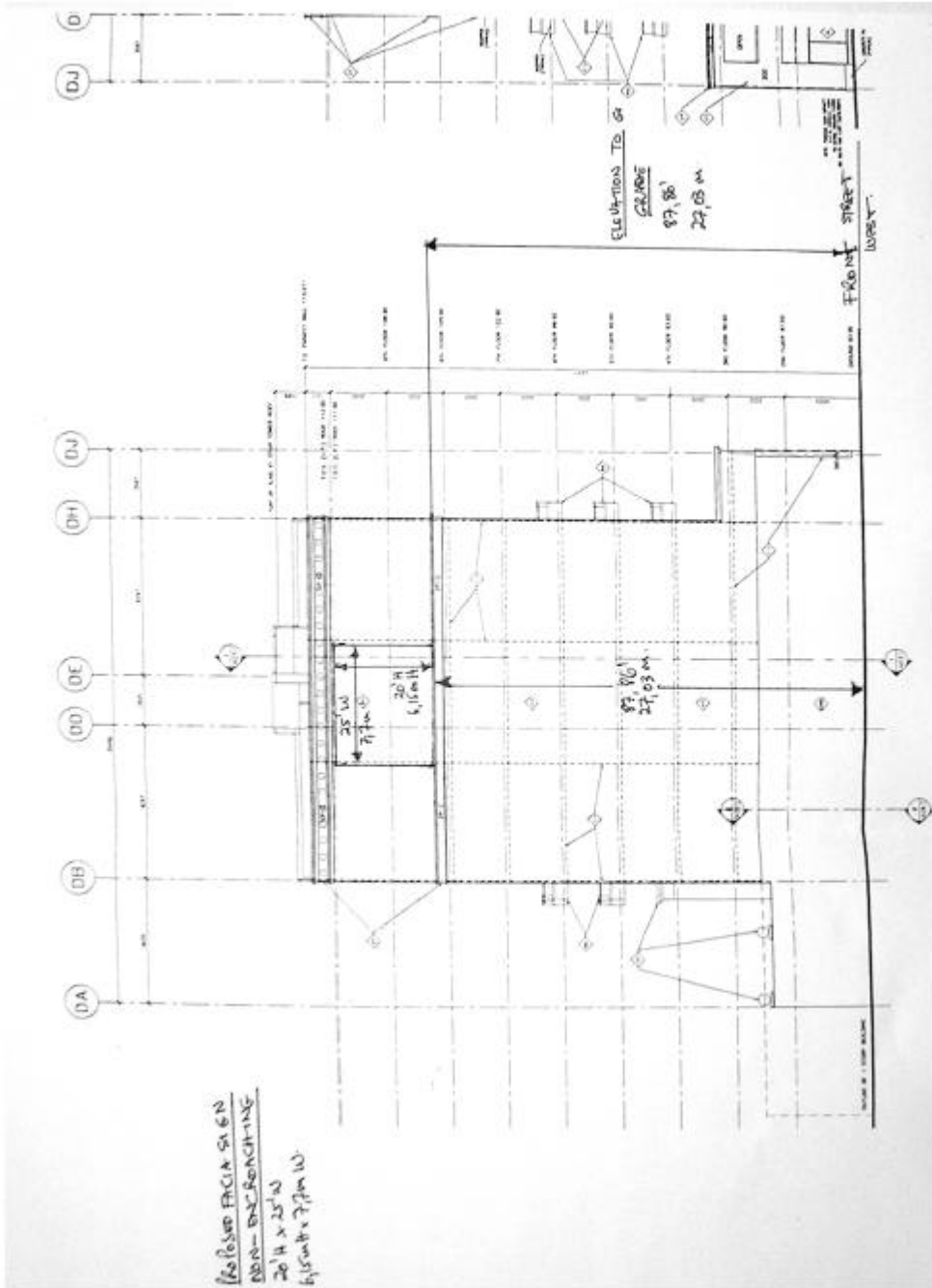
Fax: 416-345-1710

List of Attachments:

Attachment 1: West Elevation

Attachment 2: Perspective

Attachment 1:



550 Front Street West

West Elevation
Applicant's Submitted Drawing

Not to Scale
02/10/05

File # 04_195705

Attachment 2:



Perspective
550 Front Street West

Applicant's Submitted Drawing

Not to Scale
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