

# TORONTO STAFF REPORT

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August 18, 2005

To: Toronto and East York Community Council

From: Director, Community Planning, Toronto and East York District

Subject: Request for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, for a non-illuminated fascia sign, for third party advertising purposes, on the building at 1 Richmond Street West  
05-134992 ZSV 00 ZR  
Toronto Centre-Rosedale, Ward 28

Purpose:

To review and make recommendations on a request by Franco Romano with Action Planning Consultants for Colliers International, c/o Maher Outdoor Corp., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit a non-illuminated fascia sign, for third party advertising purposes, on the south elevation of the building at 1 Richmond Street West.

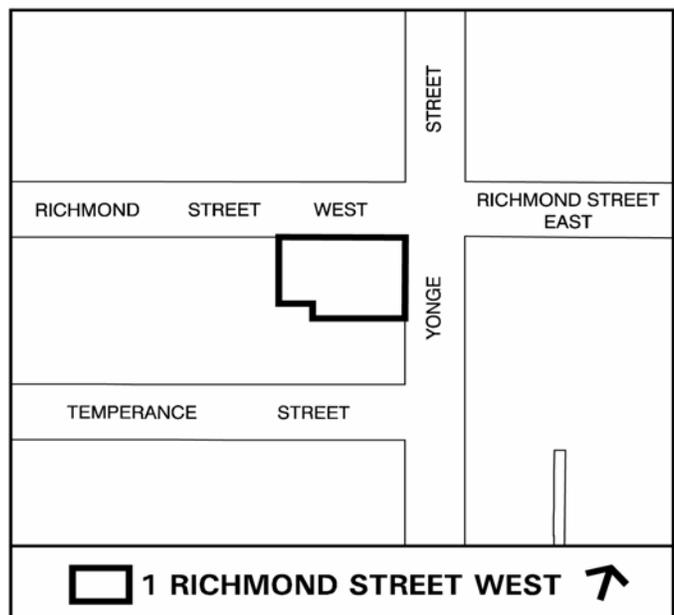
Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that:

- (1) the request for variances be **refused** to permit a non-illuminated fascia sign, for third party advertising purposes, on the south elevation of the building at 1 Richmond Street West for the reasons outlined in this report.



Background:

The property is located at the southwest corner of Yonge Street and Richmond Street West in a mixed-used (CR) zone. A nine-storey office building with at-grade retail units is located on the property.

In July 2003, City Council approved an animated copy video display sign at the building's main entrance at the corner of Yonge Street and Richmond Street West. The sign had originally been proposed at 234 Adelaide Street East, but was relocated to 1 Richmond Street West, a less obtrusive location, as a result of discussions with the local Councillor. Attachment 1 shows the video display sign on the building.

The current application is to erect a non-illuminated fascia sign, for third party advertising purposes, on the south elevation of the building. The proposed sign is 9.2 metres wide and 15.2 metres high with an area of 139 square metres. The top of the proposed sign would be approximately 39 metres above grade. Attachments 2 and 3 show the location of the proposed sign on the south elevation of building. The sign would be visible from Yonge Street and from office buildings to the south of the property.

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	By-law Requirements	Required Variance for Applicant's Proposal
(1) Chapter 297-10D(5)(f)	A third party sign, located on a wall not facing a street, is not permitted to be erected above the fourth floor or a maximum of 15 metres above grade, whichever is less.	To erect a fascia sign, for third party advertising purposes, at the ninth floor of the building. The top of the sign is approximately 39 metres above grade.
(2) Chapter 297-10D(5)(g)	A maximum 25 square metres sign area.	To erect a sign with an area of 139.35 square metres. The proposed sign area exceeds by 114.35 square metres the maximum 25 square metre sign area permitted.
(3) Chapter 297-10F	A minimum separation distance of 60 metres between third party signs metres and of 300 metres for signs having an area greater than 70 square metres.	The proposed third party sign does not comply with the minimum separation distance requirements.

Chapter 297 of the Municipal Code regulates the height, size, street frontage and separation distance of third party advertising signs in order to prevent signage from becoming predominant characteristics of building facades, and to reduce their visual impact on the surrounding uses and the streetscape. The combined height, size and placement of the proposed third party advertising sign is intended to increase the sign's visibility from Yonge Street and buildings to the south of 1 Richmond Street West.

Yonge Street is a special corridor in the city's urban fabric. Since 1994 City Council has approved a number of initiatives with the intent to encourage and provide for the revitalization of Yonge Street, centred on the intersection of Yonge and Dundas Streets. Large format signs balanced with other urban design considerations have figured into the City's co-ordinated approach to establishing Yonge-Dundas as a distinct place. The intent was not to encourage the proliferation of large format advertising signage throughout the downtown. No. 1 Richmond Street West is a number of blocks south of Yonge-Dundas, and is located on a portion of Yonge Street that has a different character. It is staffs' opinion that permitting a large third party advertising sign would be intrusive and inappropriate. Moreover, approval of this application could encourage other property owners to seek approval for large third-party advertising signs on other buildings in the downtown core.

Conclusions:

It is recommended 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.

Contact:

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Gary Wright  
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List of Attachments:

Attachment 1: Existing Elevation  
Attachment 2: Sign Detail  
Attachment 3: Elevation

**Attachment 1: Elevation**



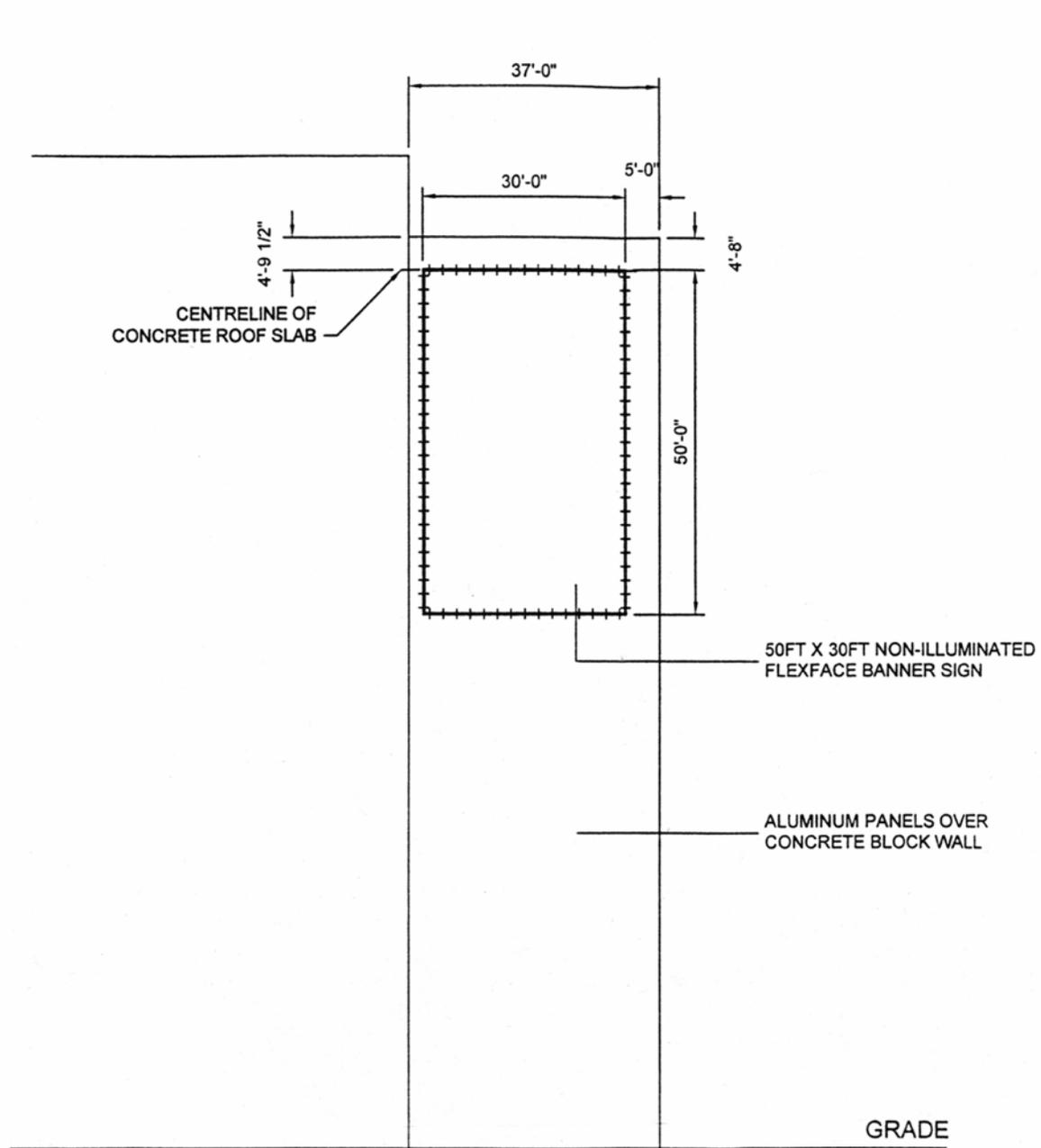
**Elevation**

**1 Richmond Street West**

Not to Scale  
08/08/05

File # 05\_134992

### Attachment 2: Sign Detail



## Sign Detail

Applicant's Submitted Drawing

Not to Scale  
08/02/05

## 1 Richmond Street West

File # 05\_134992

**Attachment 3: Elevation**



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**Elevation**

Applicant's Submitted Drawing

Not to Scale  
08/02/05

**1 Richmond Street West**

File # 05\_134992

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