

TORONTO
Sign Variance Report
569 King Street West

STAFF REPORT
ACTION REQUIRED

Date:	January 16, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	06-191773

SUMMARY

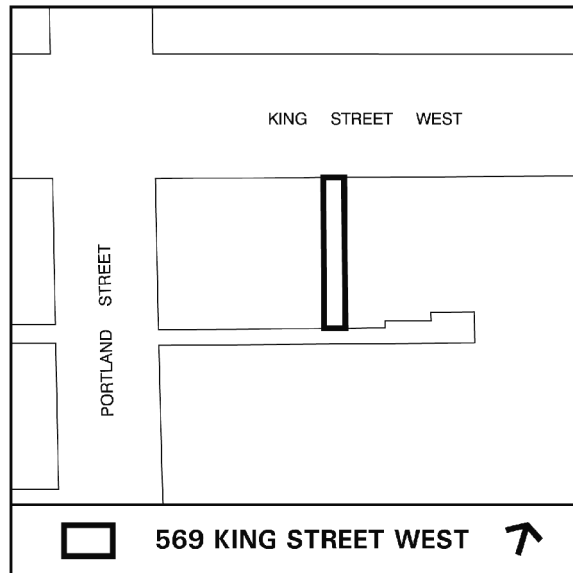
To review and make recommendations on a request by Dominic Rotundo of Pattison Signs Group on behalf of 1507342 Ontario Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign on the front elevation of the building at 569 King Street West.

Staff recommends approval of this application. The variance is minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for a variance to permit, for identification purposes, an illuminated fascia sign on the front elevation of the building at 569 King Street West; and
2. City Council direct the City Clerk’s Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.



FINANCIAL IMPACT

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

ISSUE BACKGROUND

The property is located west of Portland Street, on the south side of King Street West in a RA zone. The property contains a three-storey building with retail uses at the grade level. The applicant is requesting permission to erect an illuminated fascia sign that displays “two Cats” on the front elevation of the building. The sign is 2.44m wide and 0.47m high with an area of 1.15m².

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-2- Definition of Fascia Sign	The sign would be attached to the soffit of the bulkhead of the store entrance archway on the front elevation of the building	The sign would not be placed directly against the wall of a building or attached to the soffit between the columns of an arcade

COMMENTS

The Municipal Code requires that a fascia sign be mounted against the wall of a building or attached to the soffit between the columns of an arcade. In this case, the “two Cats” sign would be attached to the soffit of the bulkhead of the store entrance archway on the front elevation of the building. The sign most closely resemble a fascia sign, except that it would not be placed directly against the wall of a building or attached to the soffit between the columns of an arcade. Staff considers the variance to be technical and therefore acceptable.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax: 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

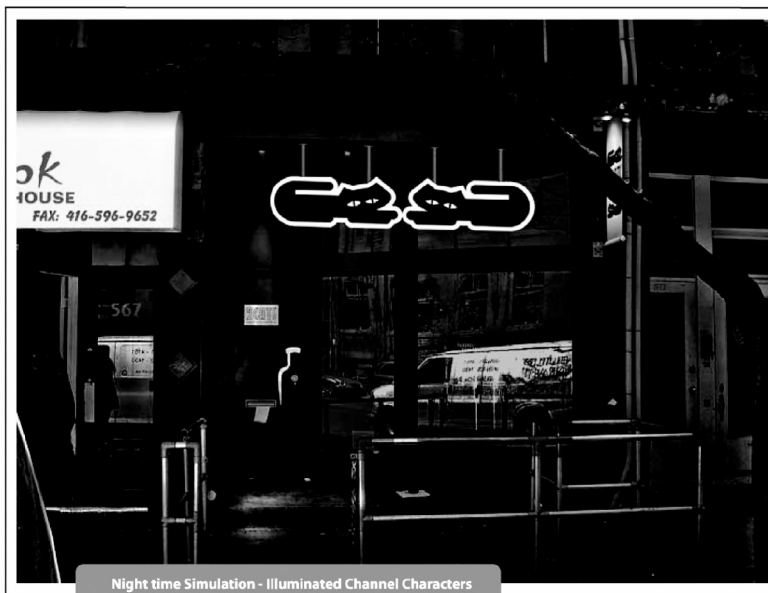
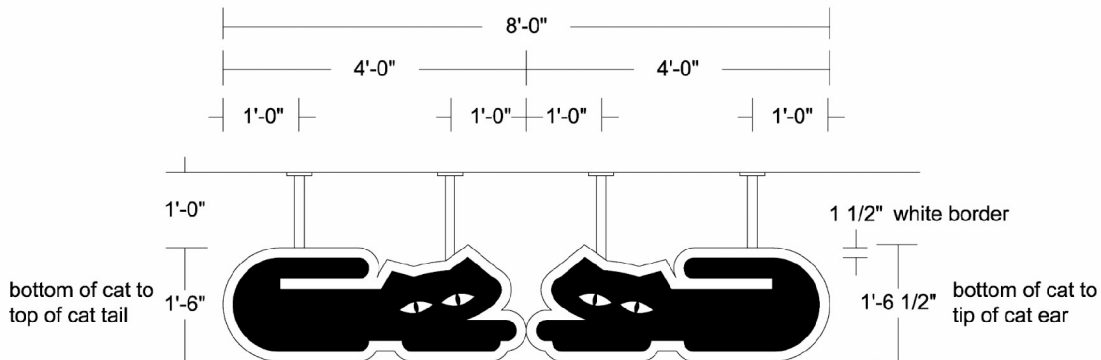
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation & Sign Details
Attachment 2: Elevation & Sign Details

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Elevation & Sign Details

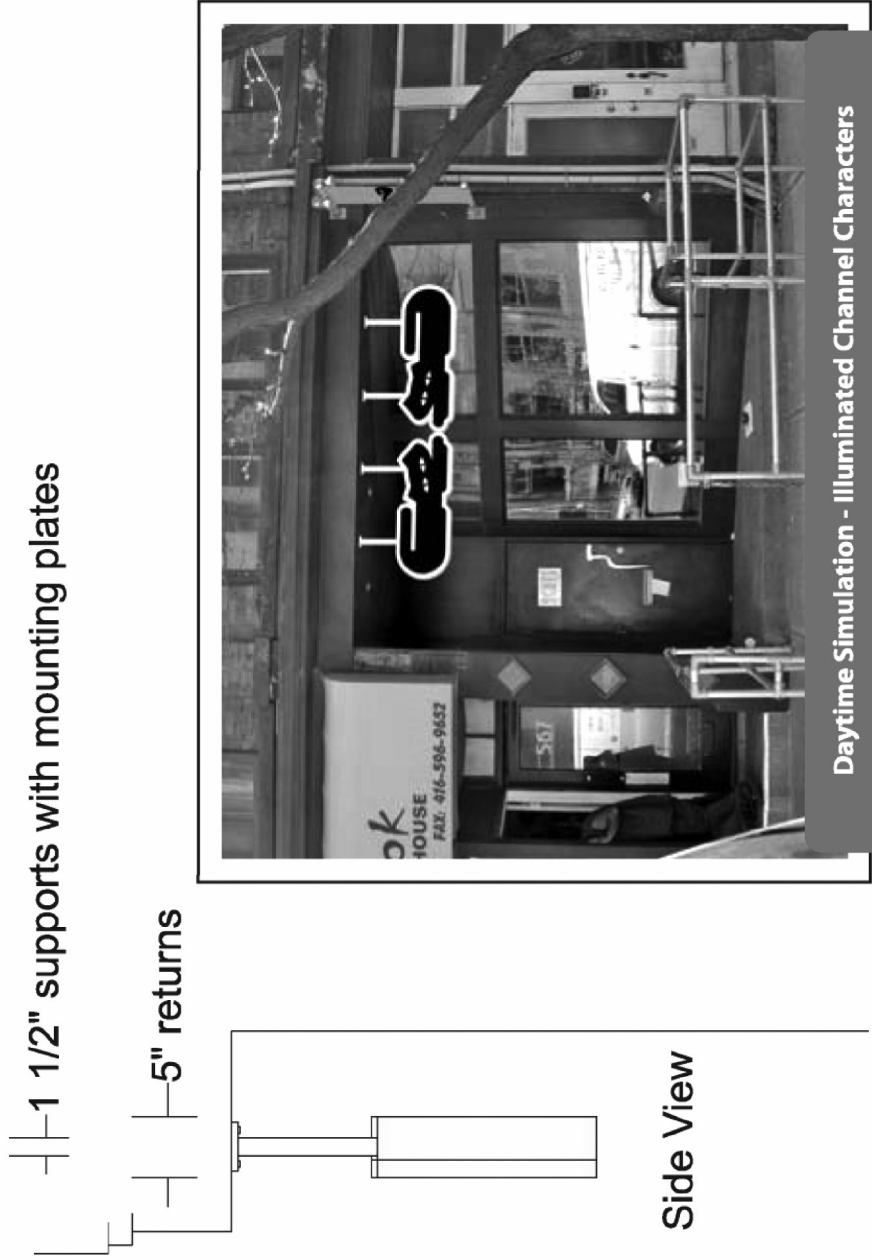
569 King Street West

Applicant's Submitted Drawing

Not to Scale
01/08/07

File # 06_191773

Attachment 2: Elevation & Sign Details



Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
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569 King Street West

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