

**Sign Variance Report
120 Church Street**

Date:	December 12, 2006
To:	Toronto East York Community Council
From:	Director, Community Planning, Toronto East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	06-160318

SUMMARY

To review and make recommendations on a request by Prudence Wong of Forward Signs Inc. on behalf of 15918863 Ontario Limited for approval of variances from Chapter 297, Signs of the former City of Toronto Municipal Code to maintain, for identification purposes, a non-illuminated fascia sign at the second and third floor levels, on the front elevation of the building at 120 Church Street.

Staff recommends refusal of this application. The requested variances are major and not within the general intent and purpose of the Municipal Code.

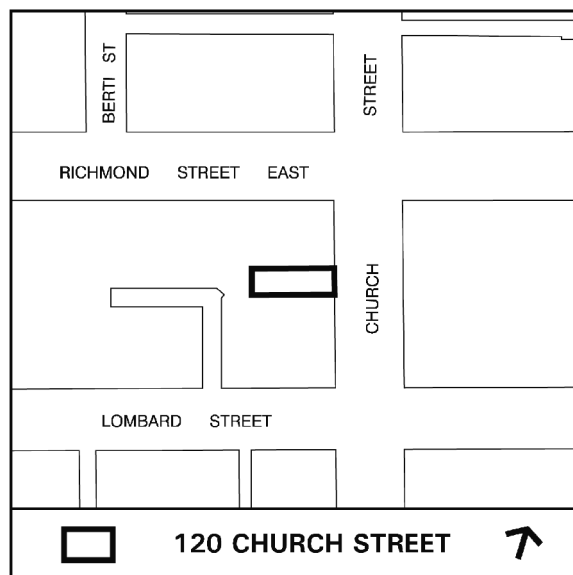
RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council refuse the request for variances to maintain, for identification purposes, a non-illuminated fascia sign at the second and third floor levels, on the front elevation of the building at 120 Church Street.

FINANCIAL IMPACT

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



ISSUE BACKGROUND

The property is located south of Richmond Street on west side of the Church Street in a “CR” zone. There is a three storey building with a restaurant “the Spring Rolls” at grade level. The applicant has erected a non-illuminated fascia sign on the front elevation of the building. The sign is 6.86m wide and 6.13m high with an area of 42.05m². The sign covers almost the entire second and third floor frontage of the building.

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 297-10 D(5)(d)	The sign is 6.86m wide and 6.13m high with an area of 42.05m ² .	The 42.05m ² fascia sign would exceed by 38.15m ² , based on 15% the maximum 3.90m ² of the building face of the second floor commercial unit.
(2) Chapter 297-10 D(5)(d)	The sign is located 11.6m above grade and it would cover almost all second and third floor frontage of the building.	The 11.6m sign height above grade would exceed by 1.60m, the maximum 10.0m height above grade that is permitted.
(3) Chapter 297-10 D(5)(g)	The sign has an area of 42.05m ² .	The 42.05m ² fascia sign would exceed by 17.05m ² , the maximum 25.0m ² sign permitted.
(4) Chapter 297-10 E(6)	The sign covers or obstructs all second and third floor windows on the front elevation of the building.	The Municipal Code does not permit any sign to obstruct or interferes with a window of the building.

COMMENTS

The sign is too large, too high and covers the second and third floor building elevation, including the windows.

With respect to the fourth variance, the pattern of windows is part of basic architectural integrity of a building and involves a two-way relationship - being able to see inside as well as to see out. Staff sees no rationale for approving variances that would set a pattern of allowing windows to be covered up, contrary to the original intent of the Municipal Code.

CONTACT

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SIGNATURE

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

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ATTACHMENTS

Attachment 1: Previous Elevation
Attachment 2: Existing Elevation
Attachment 3: Existing Elevation

Attachment 1: Previous Elevation

SITE VERIFY EXISTING SITE CONDITIONS AND REMOVE AND CAP ANY EXISTING SIGNAGE ELEMENTS AS REQUIRED



Previous Elevation

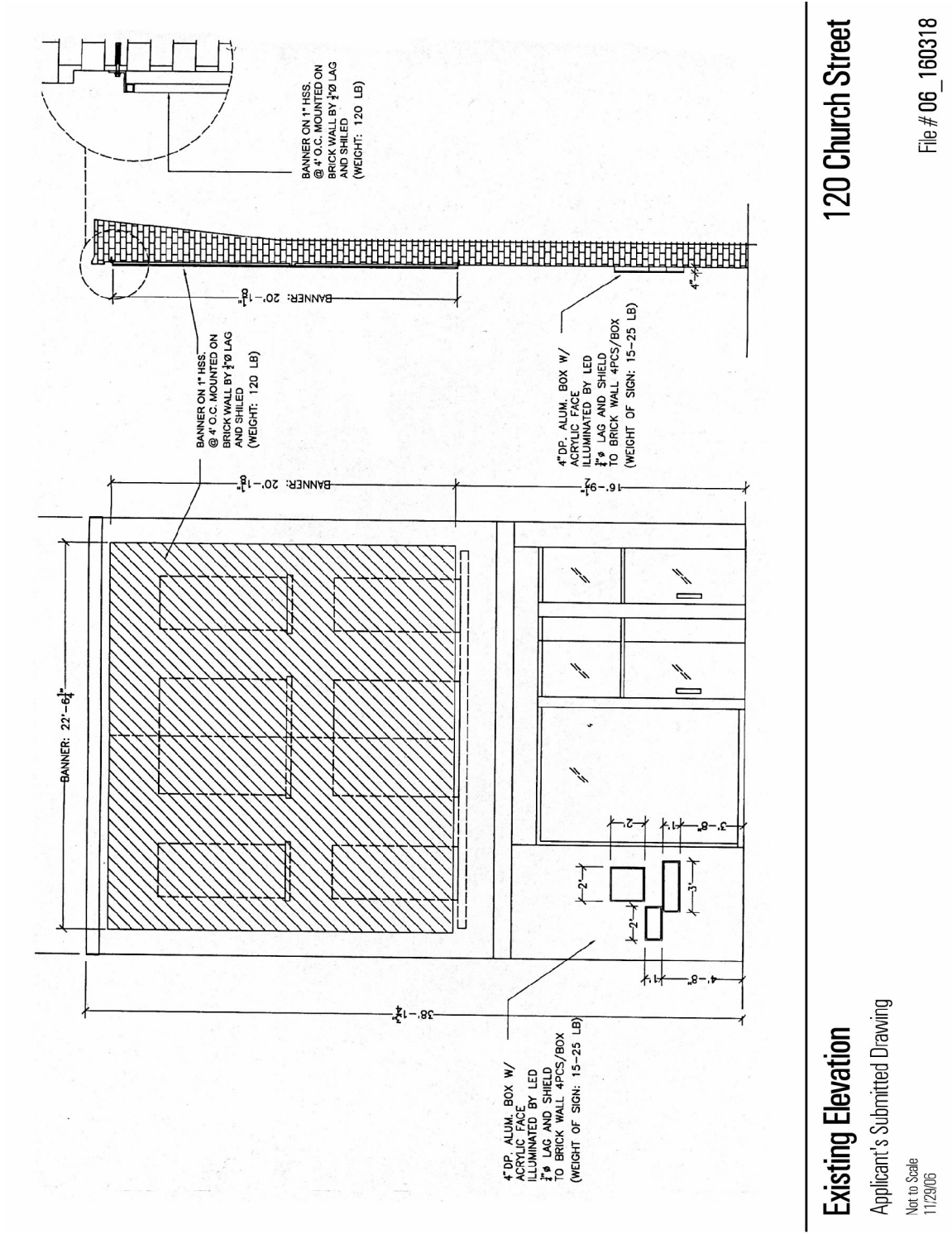
Applicant's Submitted Drawing

Not to Scale
11/29/06

120 Church Street

File # 06_160318

Attachment 2: Existing Elevation



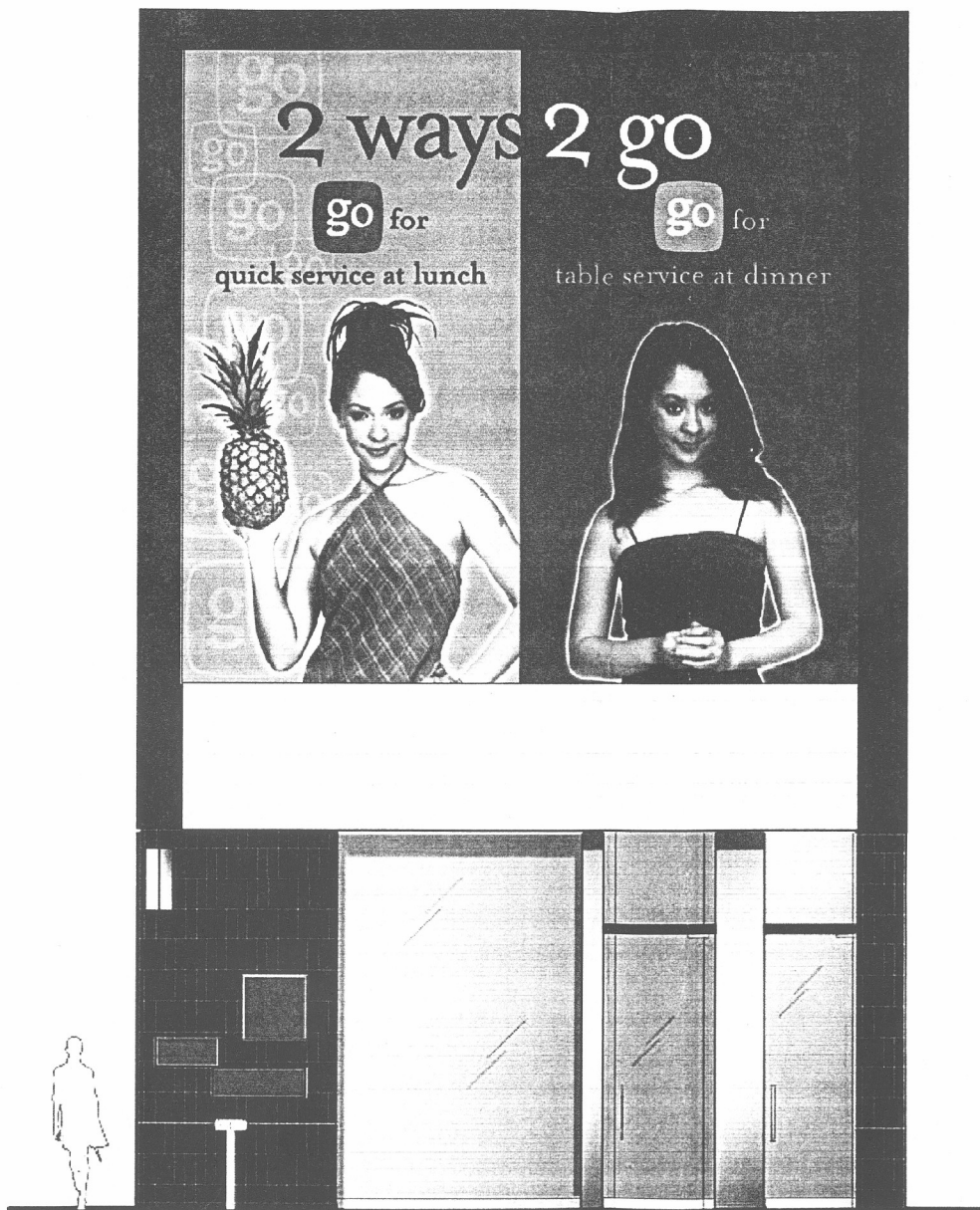
120 Church Street

Existing Elevation
 Applicant's Submitted Drawing

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Attachment 3: Existing Elevation



Existing Elevation

120 Church Street

Applicant's Submitted Drawing

Not to Scale
11/29/06

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