

TORONTO
Sign Variance Report
901 King Street West

STAFF REPORT
ACTION REQUIRED

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|--------------------------|--|
| Date: | January 23, 2007 |
| To: | Toronto and East York Community Council |
| From: | Director, Community Planning, Toronto and East York District |
| Wards: | Ward 19 – Trinity-Spadina |
| Reference Number: | 06-181503 |

SUMMARY

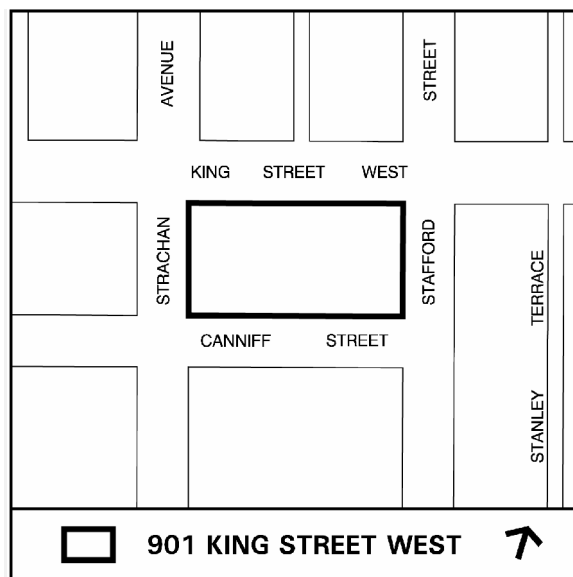
To review and make recommendations on a request by Dominic Rotundo of Pattison Signs Group on behalf of Talisker Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign along the north frontage of the property at 901 King Street West in a CR zone. The sign is 1.49m wide and 2.13m high with an area of 3.17m².

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for variances to permit, for identification purposes, an illuminated ground sign along the north frontage of the property at 901 King Street West; and
2. City Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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 Bathurst Street on the south side of King Street West in a CR zone and contains an eight-storey office building with retail uses at the grade level. The applicant is requesting permission to erect, for identification purposes, an illuminated ground sign along the north frontage of the property. The sign is 1.49m wide and 2.13m high with an area of 3.17m².

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 297-10D (12) (c) | The sign would set back 0.0m from the property line. | The 0.0m sign set back from the property line would be 2.0m less than the required 2.0m for a ground sign. |

COMMENTS

The 2.0 metre setback requirement for a ground sign from the property line is intended to help preserve and enhance commercial streetscapes and view corridors, and maintain sight lines for motorists, cyclists and pedestrians. In this case, the building comes out to the street line and the sign facing east/west would be located in an alcove for the north entrance to the building, closer to the north property line. This is a better condition for entering or exiting the building at the north entrance to the building. Also, the sign at this location would not encroach beyond the building, therefore there are no issues with it being an impediment to pedestrian movement.

CONTACT

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SIGNATURE

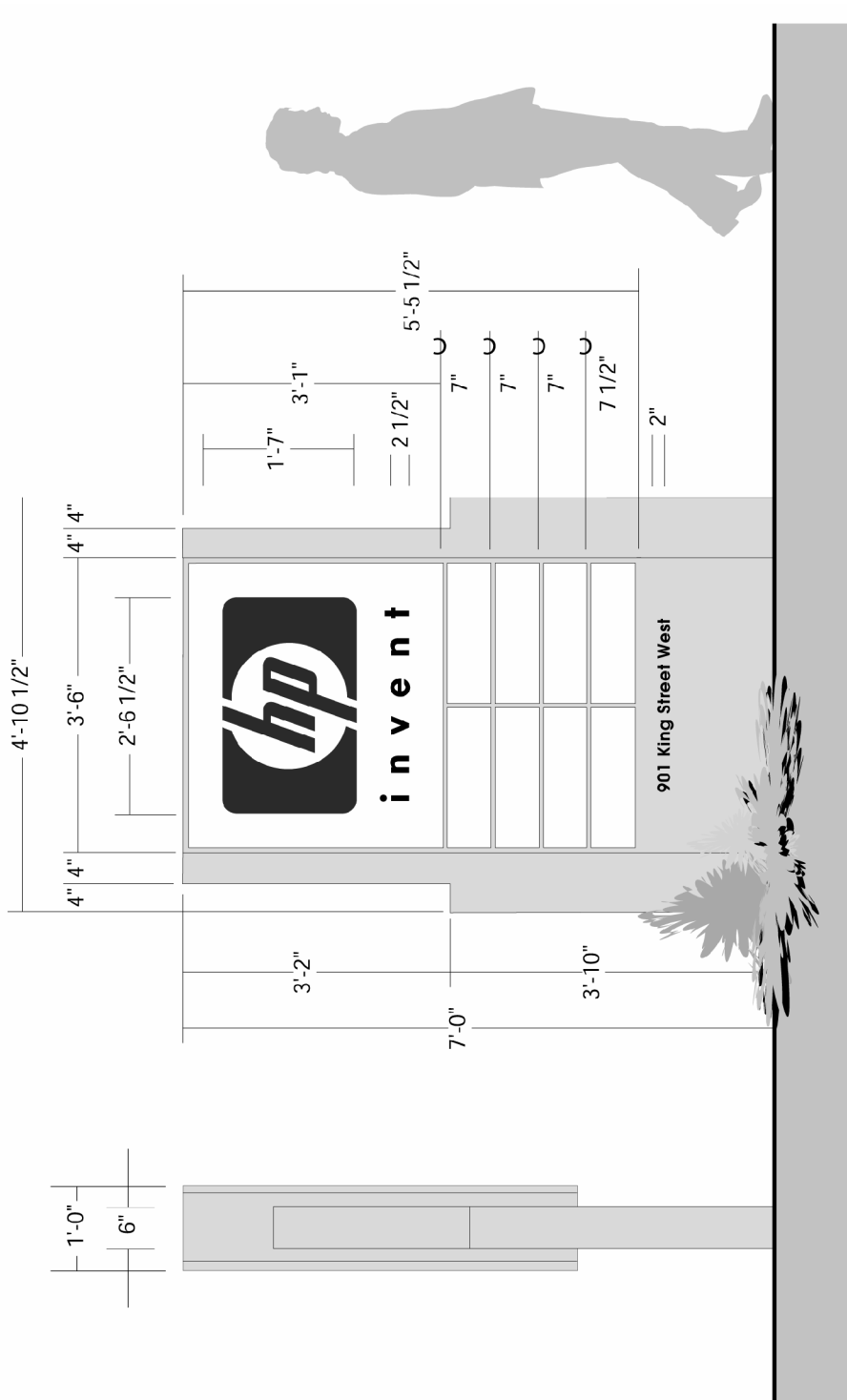
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Detail

Attachment 1: Sign Detail



Sign Detail

Applicant's Submitted Drawing

Not to Scale
11/22/06

901 King Street West

File # 06_181503