



STAFF REPORT ACTION REQUIRED

Request for a report on the Sign Variance Report, 120 Church Street

Date:	January 28, 2007
To:	Toronto East York Community Council
From:	Elizabeth Glibbery, Manager, Municipal Licensing and Standards Division Toronto East York District
Wards:	Ward 28 – Toronto Centre - Rosedale
Reference Number:	

SUMMARY

The Toronto and East York Community Council deferred consideration of the report (December 12, 2006) from the Director, Community Planning, Toronto and East York District Item 14 to its next meeting on February 13, 2007, and requested the Executive Director, Municipal Licensing and Standards to report to that meeting on the illegal sign at this location.

RECOMMENDATIONS

1. Municipal Licensing and Standards Division recommends that the sign variance request be refused.
2. Municipal Licensing and Standards Division recommends that upon refusal that a 14 day letter of compliance be issued and that the necessary action be taken to ensure compliance.

Financial Impact

There is no financial impact anticipated in this report.

DECISION HISTORY

The Municipal Licensing and Standard Division is actively working with the Buildings Division to regulate a proliferation of signs installed without permit or not in accordance with a sign permit issued. The area of the downtown core has the majority of non-permitted signs, a number of which are located on Church Street. Signs are being installed prior to a permit approval being received, which upon refusal can result in a

Sign Variance application being filed. During the time the Sign Variance process is underway the non-permitted sign is still on display.

ISSUE BACKGROUND

Staff report 06-160318 dated December 12, 2006 from the Director, Community Planning, Toronto East York District identifies 4 areas where a variance of Chapter 297, Signs would be required 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 (Attachment 1).

The Planning report identifies the variances as follows and concludes that the requested variances are major and not within the general intent and purpose of the Municipal Code.

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

Sign By-law Section and Requirements	Applicant's Proposal	Requirements 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 interfere with a window of the building.

COMMENTS

The City of Toronto and various Divisions such as Planning, Building and Municipal Licensing and Standards Division must ensure compliance with all prescribed procedures, permits and by-laws. In order to ensure a level playing field, signs erected

without permit or in deference to a permit issued should be brought into compliance in a timely manner or remedial action taken accordingly.

CONTACT

Stephen Miller, Supervisor, Municipal Licensing and Standards Division
Toronto East York District, 416 392-7735, fax 416 392-0384, smiller4@toronto.ca

SIGNATURE

Elizabeth Glibbery, Manager
Toronto East York District

ATTACHMENTS

1. Photograph