

TORONTO
Sign Variance Report
798 Richmond Street West

STAFF REPORT
ACTION REQUIRED

Date:	January 18, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 19 – Trinity-Spadina
Reference Number:	06-173764

SUMMARY

To review and make recommendations on a request by Dominic Rotundo on behalf of Westdale Construction for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non- illuminated fascia sign at the top floor level, on the west elevation of the building at 798 Richmond Street West.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

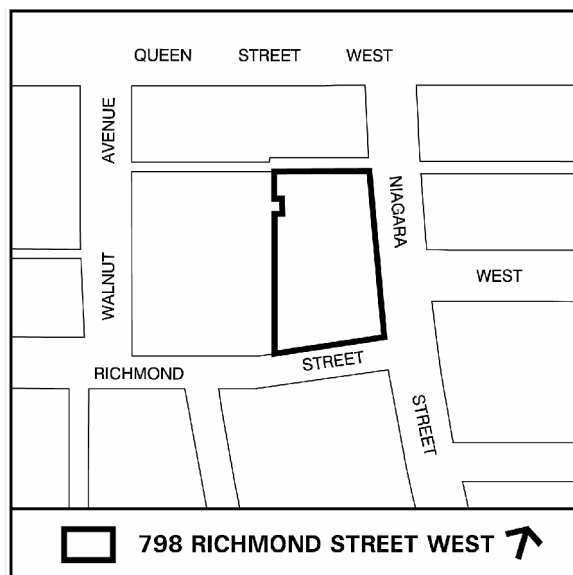
RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council refuse the request for a variance to permit, for identification purposes, a non-illuminated fascia sign at the top floor level, on the west elevation of the building at 798 Richmond Street West.

Financial Impact

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



ISSUE BACKGROUND

The property is located at the northwest corner of Richmond Street West and Niagara Street in a “R3” zone. The property contains a residential complex of varying height apartment/hostel buildings. The proposed sign would be located on the west elevation of a seven storey hostel building. The sign would be 6.10m wide and 14.63m high with an area of 89.24m².

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 297-9C(2)	To erect a 6.10m wide and 14.63m high with an area of 89.24m ² , non-illuminated fascia sign, for identification purposes, on the west elevation of a seven storey hostel building.	A sign in a residential area is not permitted if the sign has an area of more than 1.0m ² or the height of sign is more than 2.0m.

COMMENTS

The signs permitted in residential areas are small and low in order to limit any negative impact the signs may have on the building to which they are attached, neighbouring residential uses or on the streetscape. In this case, the proposed sign would be located higher and is many times bigger than the permitted size. The sign would be intrusive and incompatible with residential uses in this residential neighbourhood.

It is staff's opinion that permitting a large sign that extends to the top floor level of a seven storey high residential building/hostel in a "R3" zone would have a significant negative visual impact on the building itself, on the neighbouring residences and on the streetscape. The approval of this application could set an unfortunate precedent for approval of large signs on the residential buildings across the city. The intent of the signage provisions of the Municipal Code is to prevent signage from becoming the predominant characteristic of residential building facades and residential areas.

CONTACT

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SIGNATURE

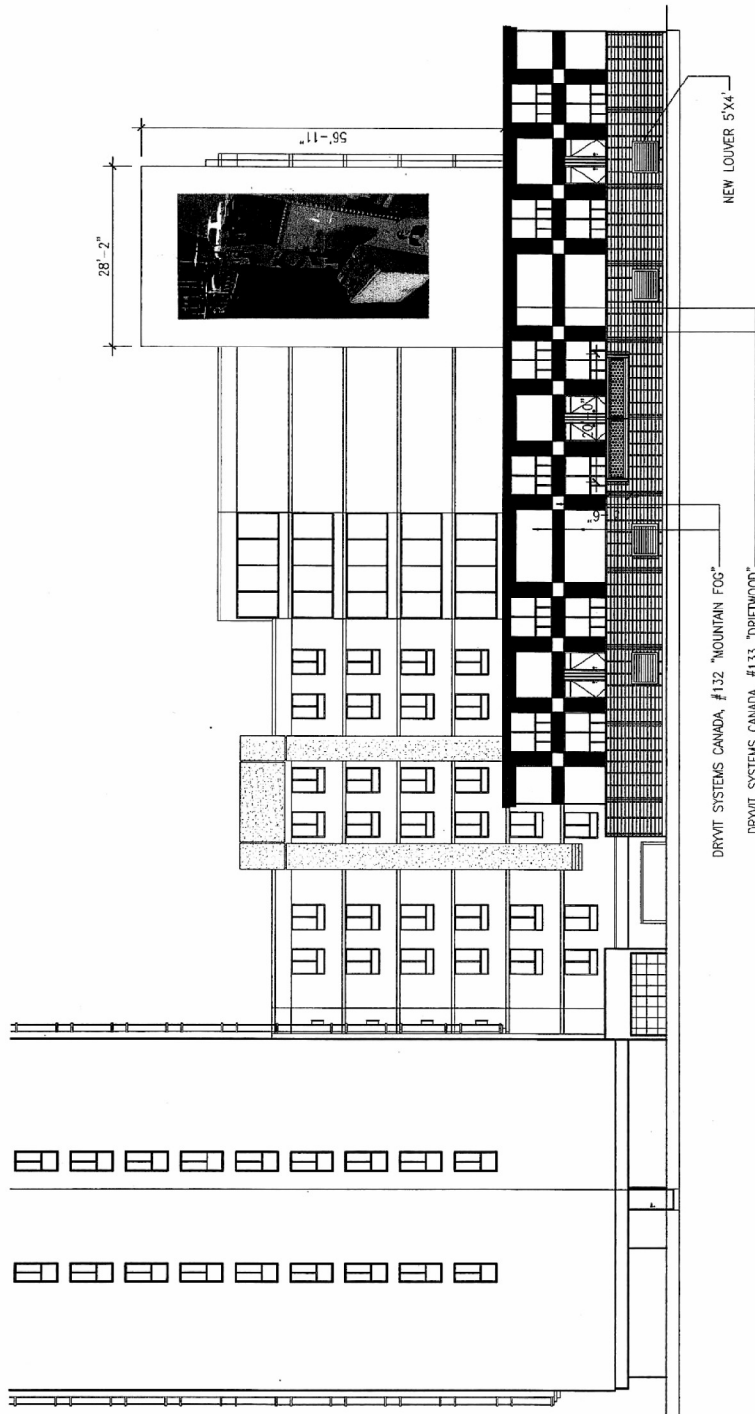
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation & Sign Details

Attachment 1: Elevation & Sign Details



798 Richmond Street West

File # 06_173764

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
01/08/07