

**Sign Variance Report
150 King Street West**

Date:	February 7, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	06-196265

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

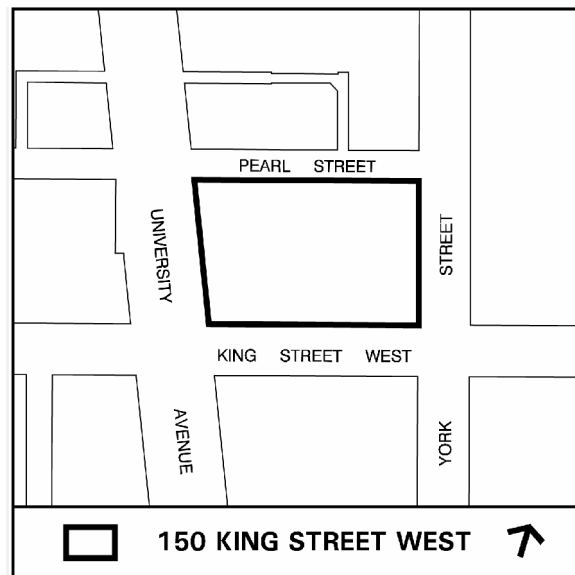
This report reviews and makes recommendations on a request by John David Adam of Zip Signs Ltd. on behalf of Sun Life Assurance for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated pedestal sign along the southwest frontage of the property at 150 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. Toronto and East York Community Council approve the request for a variance to permit, for identification purposes, a non-illuminated pedestal sign along the southwest frontage of the property at 150 King



Street West; and

2. Toronto and East York Community 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

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located at the northeast corner of King Street West and University Avenue in a CR zone. The property contains a multi-storey office tower. The applicant is requesting permission to erect, for identification purposes, a non-illuminated pedestal sign along the southwest frontage of the property at 150 King Street West. The sign is 1.82m wide and 2.13m high with an area of 3.88m².

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)(a)	To erect a non-illuminated pedestal sign along the southwest frontage of the property.	The Municipal Code permits a total of only two pedestal sign on a lot and with the addition of this pedestal sign, there would be a total of five pedestal signs on this property.

COMMENTS

The number of signs permitted on a lot is regulated so as to prevent sign clutter. With the addition of this sign there would be a total of five pedestal or ground signs located on the lot, but only one pedestal sign located along the southwest frontage of the property. It is staff's opinion that the proposed small and non-illuminated sign would not adversely impact the building, surrounding uses or the streetscape.

CONTACT

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SIGNATURE

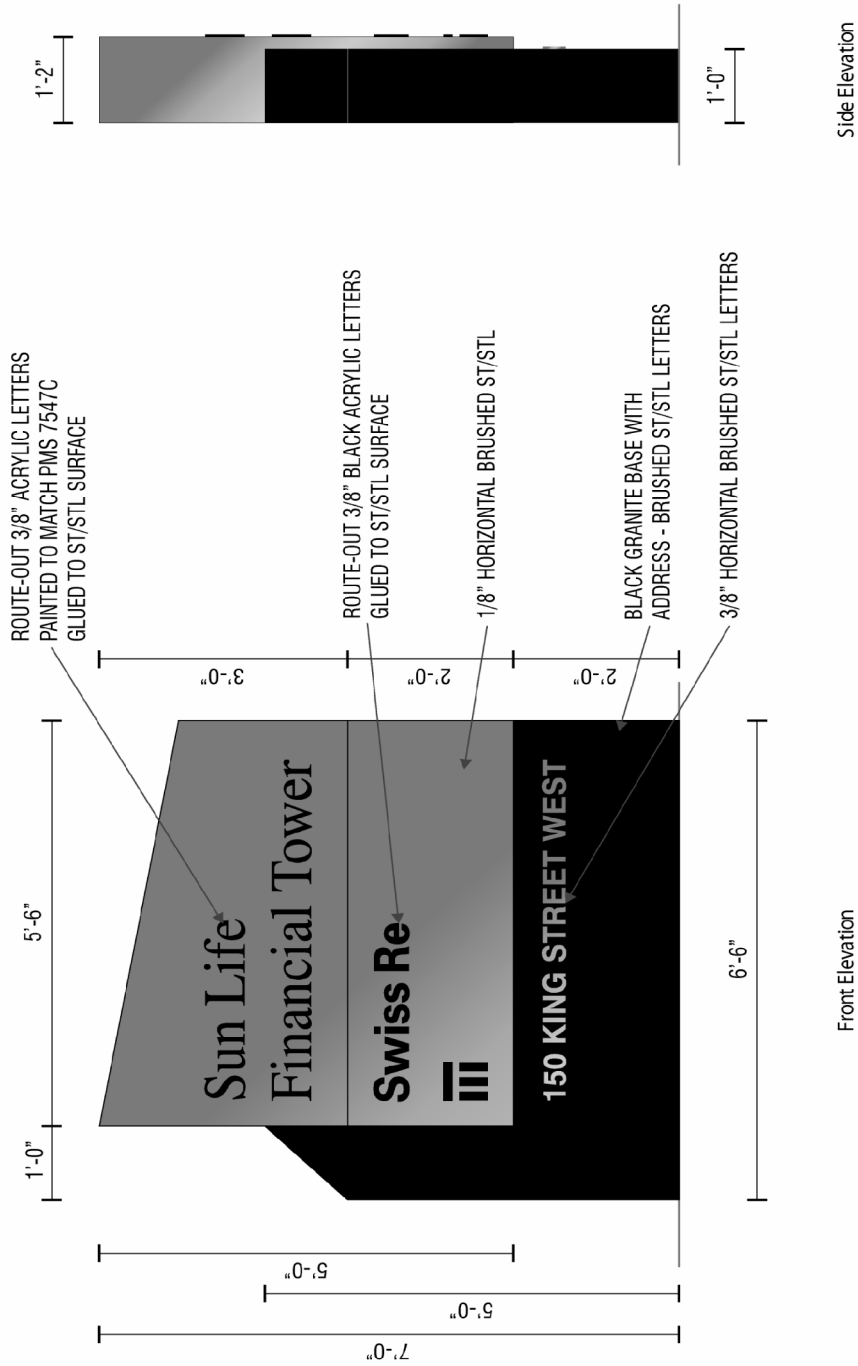
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

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

Attachment 1: Elevation & Details



Elevation & Details

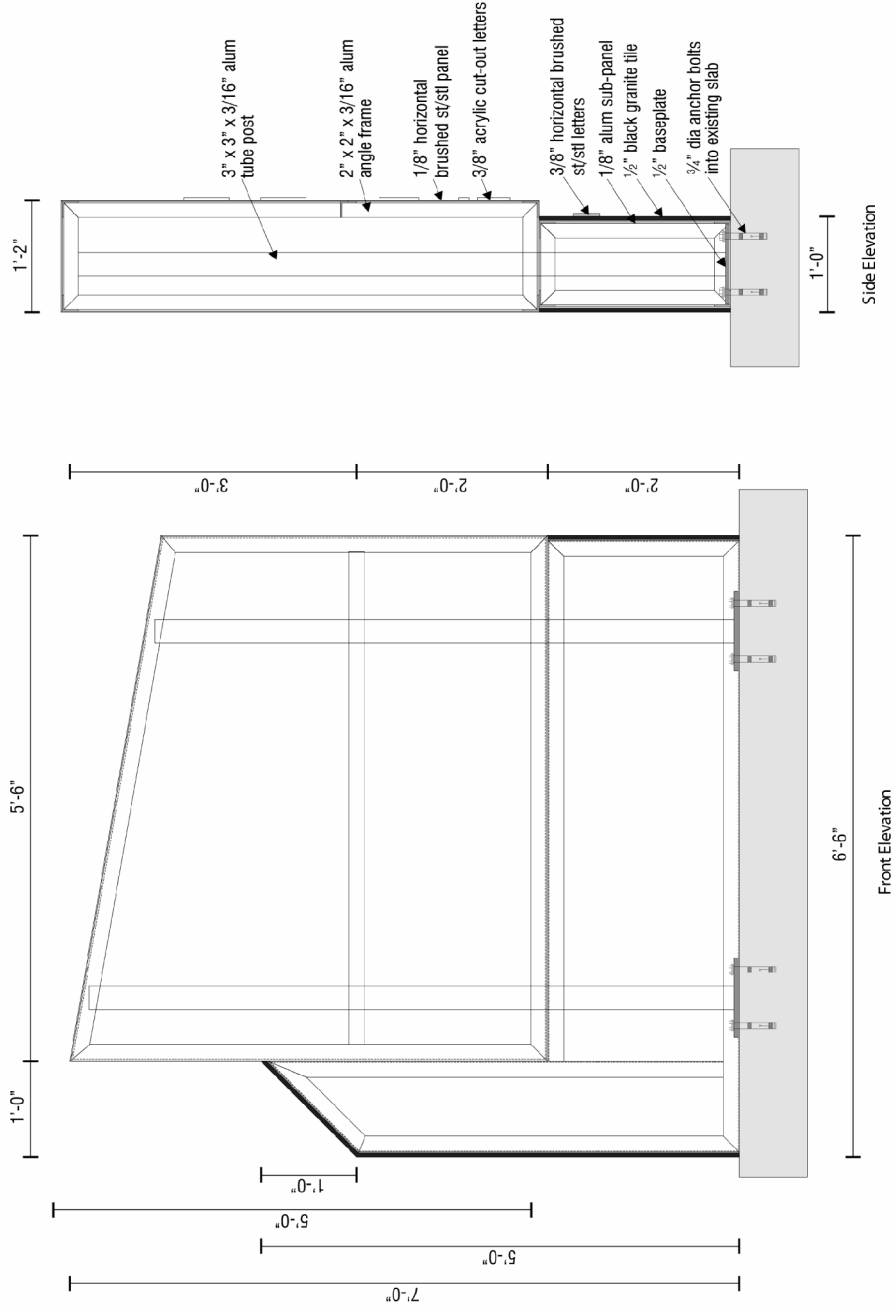
Applicant's Submitted Drawing

Not to Scale
01/10/07

150 King Street West

File # 06_196265

Attachment 2: Elevation & Sign Details



150 King Street West

Elevation & Sign Details

Applicant's Submitted Drawing

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