

**Sign Variance Report
77 Adelaide Street West (100 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:	06-171811

SUMMARY

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

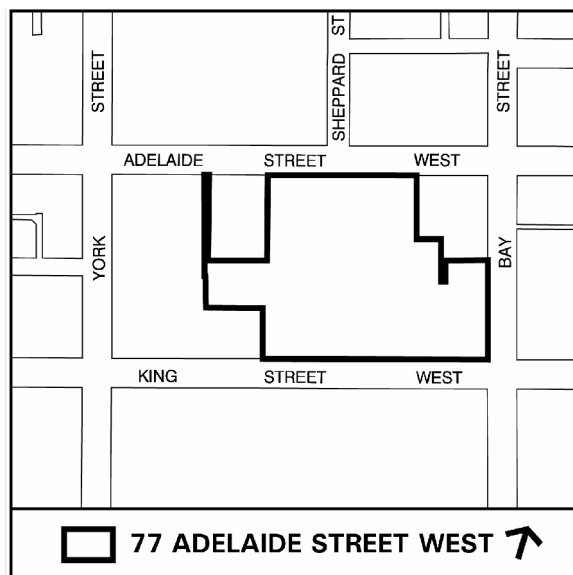
This report reviews and makes recommendations on a request by Stacey Murty of Harry Rosen Inc. on behalf of Brook Field Properties for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a triangular shape, tempered glass, illuminated showcase with a corporate name “Harry Rosen” displayed at the top panel, on each side of the showcase located along the Bay Street frontage of the property at 77 Adelaide Street West (100 King Street West).

Staff recommends approval of this application. The variances are 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 variances to permit, for



identification purposes, a triangular shape, tempered glass, illuminated showcase with a corporate name “Harry Rosen” displayed at the top panel, on each side of the showcase located along the Bay Street frontage of the property at 77 Adelaide Street West (100 King Street West) and require the owner to use energy efficient LED lights.

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 known as the First Canadian Place. The property is located on the city block bounded by Bay Street to the east, York Street to the west, Adelaide Street to the north and the King Street to the south. The applicant “Harry Rosen” occupies two retail units in the building. The applicant is requesting permission to erect, for identification purposes, an illuminated triangular shape, tempered glass, illuminated showcase with a corporate name “Harry Rosen” displayed at the top panel, on each side of the showcase. Each side of the showcase is 4.52m wide and 3.40m high with an area of 15.37m². The top panel of the showcase is 4.52m wide and 0.38m high with an area of 1.72m².

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
(1) Chapter 297-2 Def. “Pedestal Sign”	Each side of the triangular shape showcase is 4.52m.	The 4.52m width of the showcase would exceed by 2.22m, the maximum 2.30m width permitted for a pedestal sign.
(2a) Chapter 297-10D (12)(a)	With the addition of this showcase, the Bay Street frontage would have a total of two pedestal signs.	Only one pedestal sign on each frontage of the property is permitted.
(2b) Chapter 297-10D (12)(a)	To erect an illuminated, triangular shape glass show case along the Bay Street frontage of the property.	The Municipal Code permits only two pedestal sign on a lot and with the addition of this showcase, there would be a total of five pedestal signs on this property.

COMMENTS

The number of signs permitted on a lot frontage and a total number of signs permitted on a lot are regulated to prevent sign clutter. This is a large property and the lot frontage along the Bay Street is long enough to accommodate more than one pedestal sign. Also, the proposed width of the showcase would not adversely impact the building, surrounding uses or the streetscape.

CONTACT

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SIGNATURE

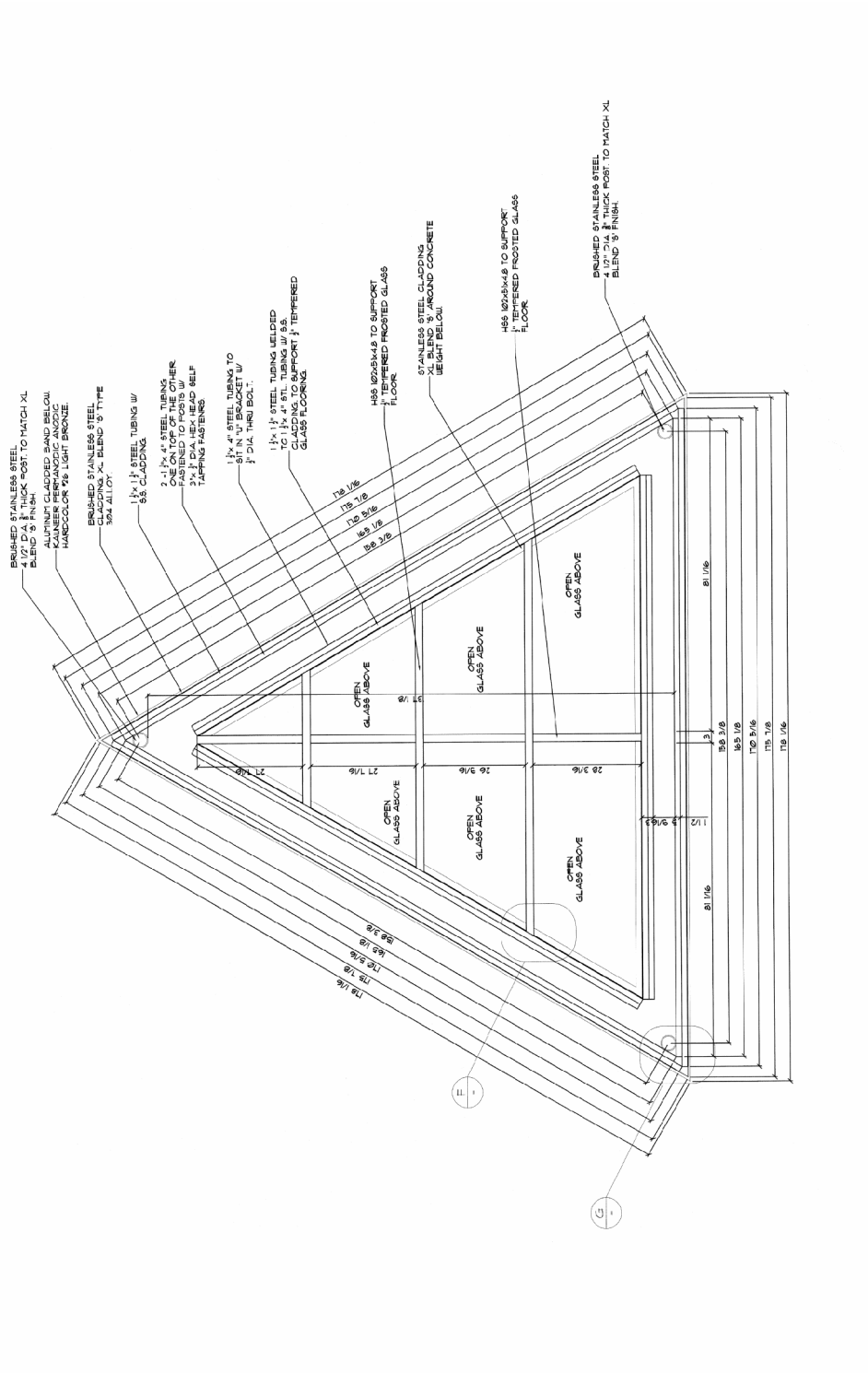
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Base Plan
Attachment 2: Typical Elevation
Attachment 3: Elevation

Attachment 1: Base Plan

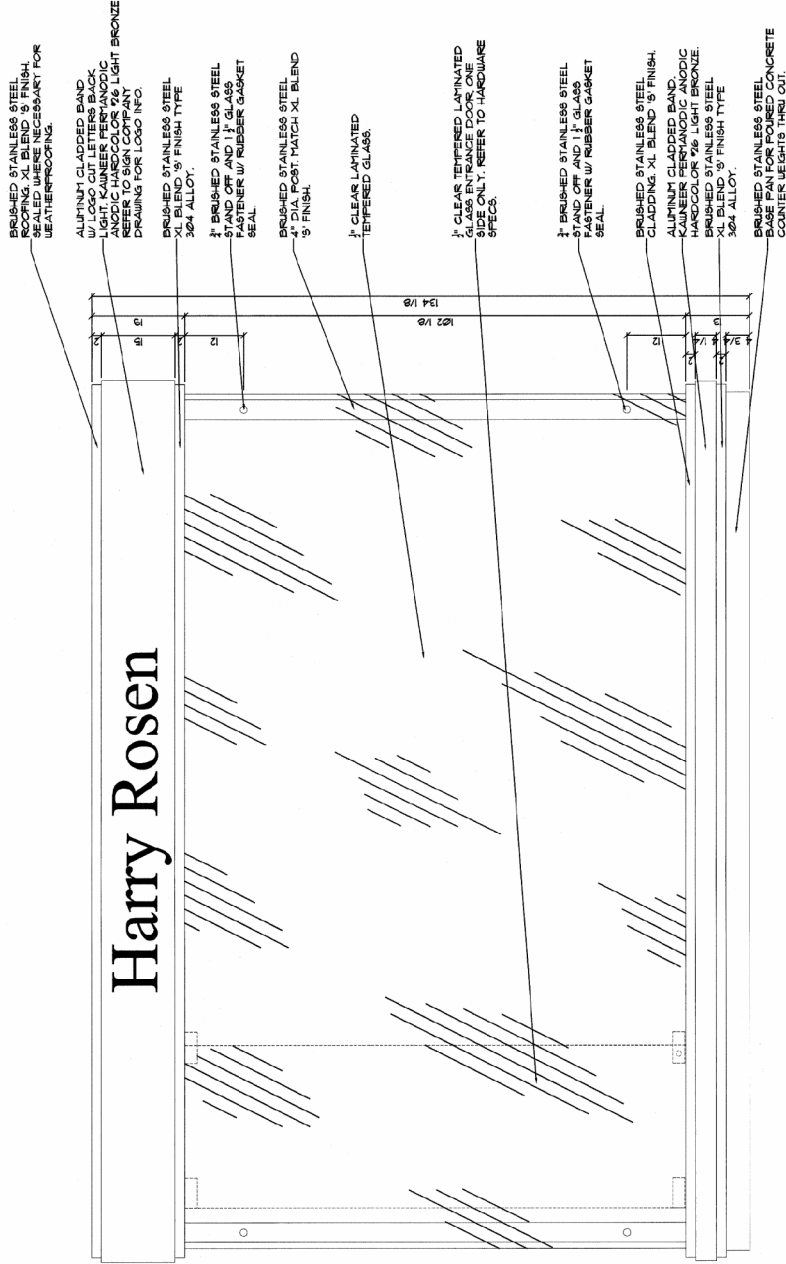


77 Adelaide Street West

Base Plan
Applicant's Submitted Drawing
Not to Scale
01/16/07

File # 06_171811

Attachment 2: Typical Elevation



77 Adelaide Street West

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Typical Elevation
 Applicant's Submitted Drawing
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Attachment 3: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
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