

**Sign Variance Report  
224 Richmond Street West**

<b>Date:</b>	March 1, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	06-197981

**SUMMARY**

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

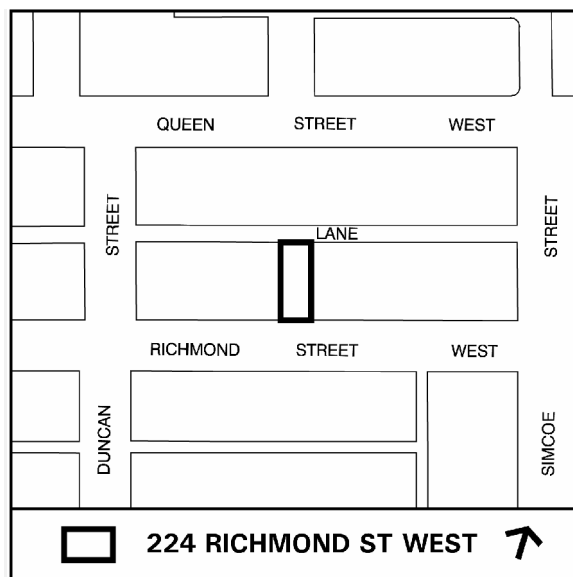
This report reviews and makes recommendations on a request by Leslie Abro of Abcon Media on behalf of Seven Lounge Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 224 Richmond Street West.

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

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the south elevation of the building at 224 Richmond Street West.



## Financial Impact

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

## ISSUE BACKGROUND

The property is located north side of Richmond Street West, east of Duncan Street in an “RA” zone. The property contains a three storey building. The applicant is seeking permission to erect, for third party advertising purposes, a non-illuminated fascia sign on the front (south) elevation of the building.

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10, D - 5	The proposed third party sign will face Richmond Street West	A fascia sign for third party advertising is not permitted to face a street

## COMMENTS

The proposed third party fascia sign on the south elevation of the building is not permitted by the sign by-law. The appropriate signage for the front elevation of a building is the advertising of the businesses located within the building.

It is staff’s opinion that the proposed third party sign is not appropriate and would clutter the front façade of the building and have a negative impact on streetscape.

## CONTACT

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## SIGNATURE

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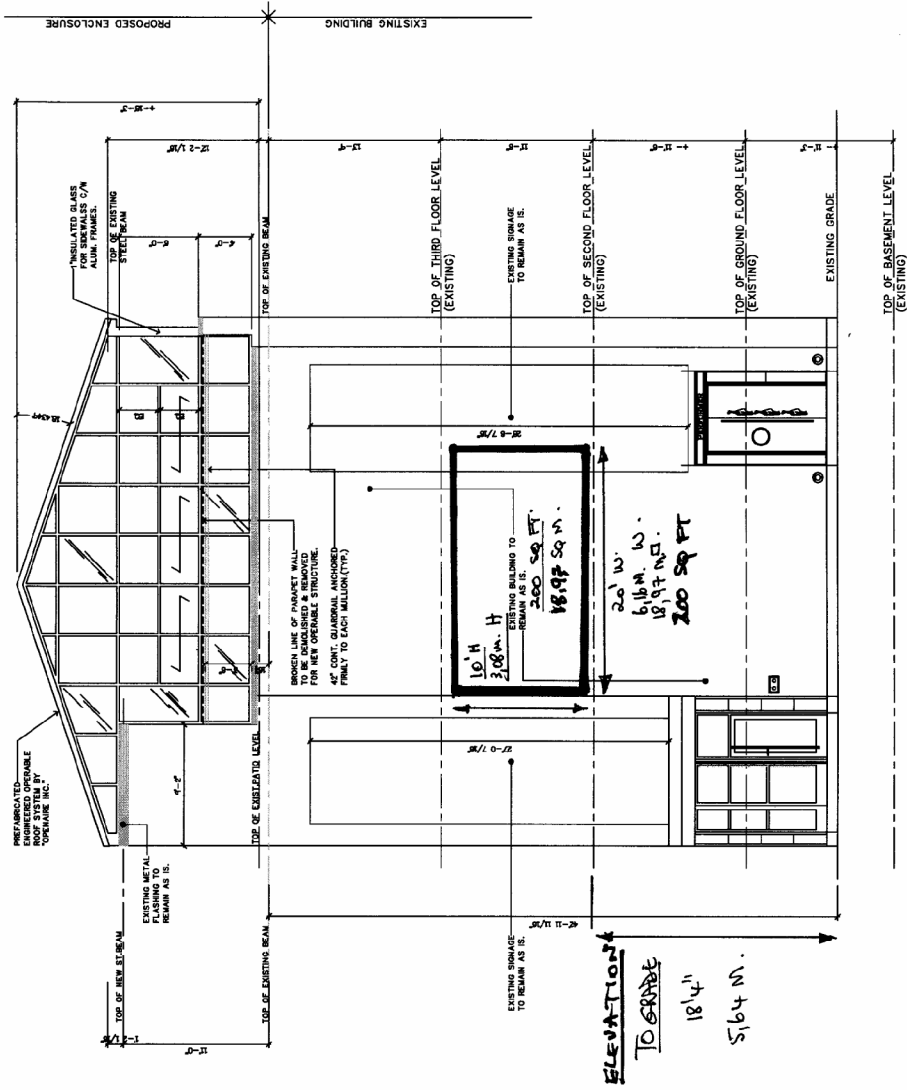
Gary Wright, Director  
Community Planning, Toronto and East York District

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## ATTACHMENTS

Attachment 1: Main Entrance (South Elevation)  
Attachment 2: South Elevation

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Main Entrance (South Elevation)

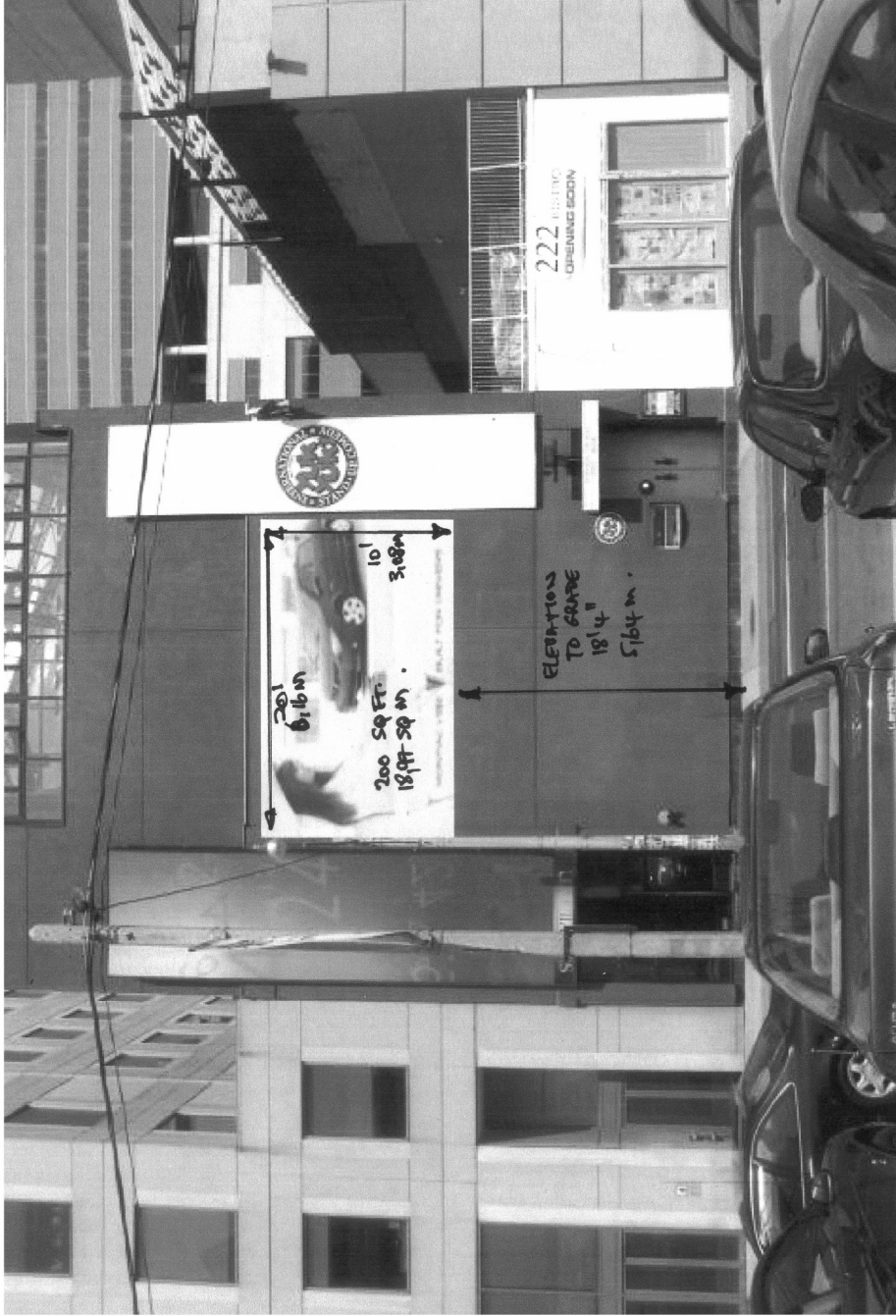
224 Richmond Street West

Applicant's Submitted Drawing

Not to Scale  
02/16/07

File # 06\_197981

Attachment 2: South Elevation



South Elevation

Applicant's Submitted Drawing

Not to Scale  
02/16/07

224 Richmond Street West

File # 06\_197981