

**Sign Variance Report
150 Roehampton Avenue**

Date:	March 26, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 22 – St. Paul’s
Reference Number:	07-104414

SUMMARY

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

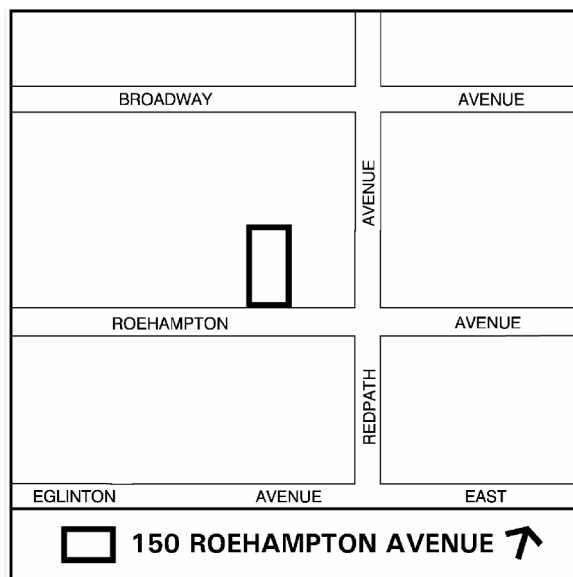
This report reviews and makes recommendations on a request by James Cox, with Minto Urban Communities Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated canopy sign and two illuminated projecting signs on the front elevation of the building at 150 Roehampton Avenue.

Staff recommends approval of the 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, an illuminated canopy sign and two projecting signs on the front



elevation at 150 Roehampton Avenue, and require that energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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 R2 zoned property is located on the northside of Roehampton Avenue. A 16-storey residential tower is currently under construction on this site. The building will be known as the Minto Roehampton.

The signs do 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	Required Variance
(1) Chapter 297-9C- Permitted Signs	The proposed projecting signs would be located on a residential building in an R2 zone.	A projecting sign in a residential zone is not permitted.
(2) Chapter 297-9D (1) (b)	The proposed canopy sign would have an area of 1.44m ² .	The proposed 1.44m ² area for the canopy sign would exceed by 1.19m ² , the maximum 0.25m ² canopy sign area permitted in an R2 zone.
(3) Chapter 297-9D (1) (c)	The total height from grade to the top of the canopy sign would be 3.80m.	The proposed height from grade to the top of canopy sign exceeds by 1.80m, the maximum 2.0m height permitted in an R2 zone.

COMMENTS

The permitted signs in an R2 zone are required to be small and low in order to limit any negative impact the signs may have on the neighbouring residential uses or on the streetscape. In this case, the canopy sign and two projecting signs are sized and designed well to complement the building façade and the streetscape. The signs are set back more than five metres from the front property line and more than ten metres from the curb line.

It is staff's opinion that the proposed signs would not adversely impact the building or streetscape.

CONTACT

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SIGNATURE

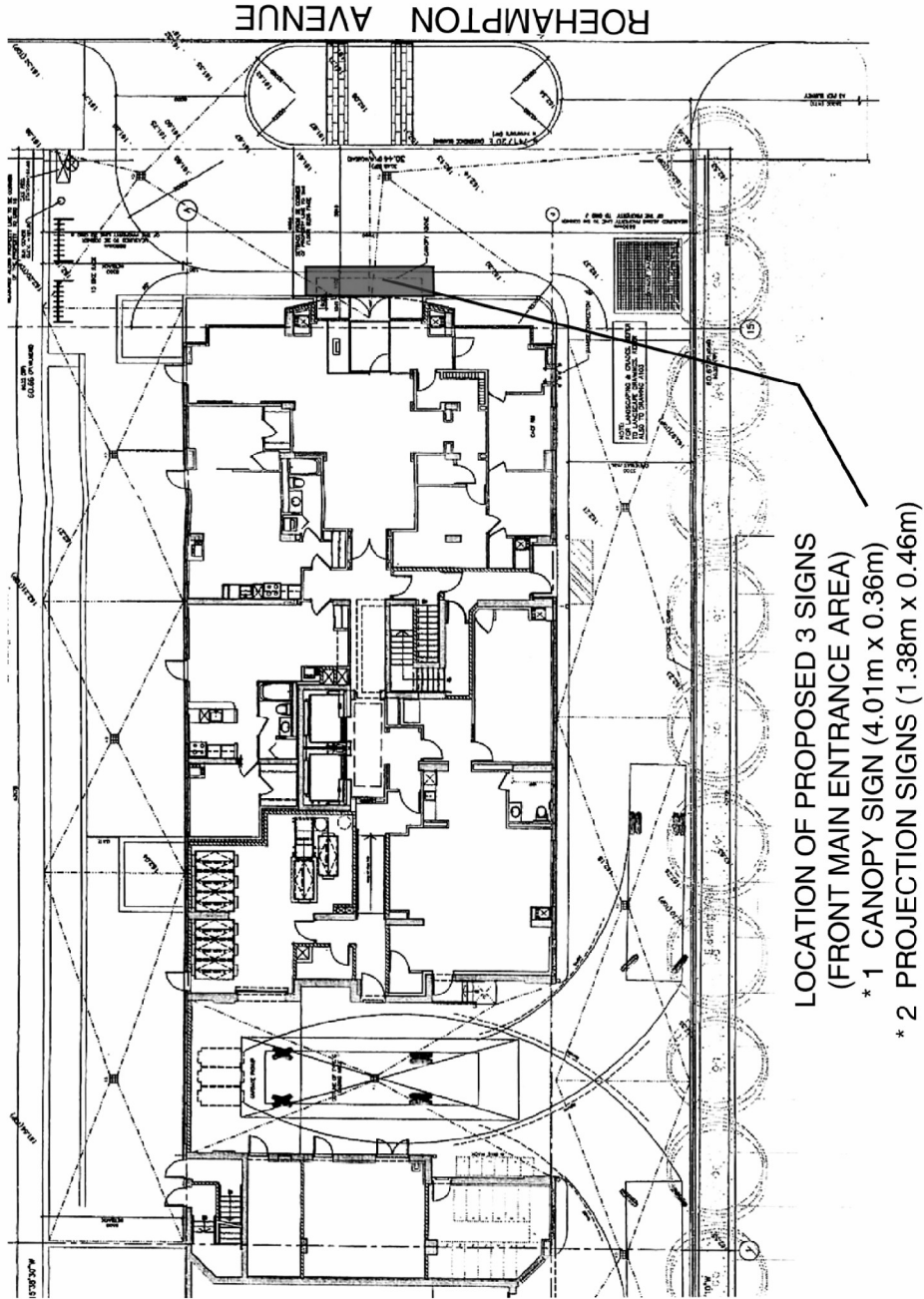
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Locations
Attachment 2: Elevation & Sign Details
Attachment 3: Elevation

Attachment 1: Sign Locations



Sign Locations

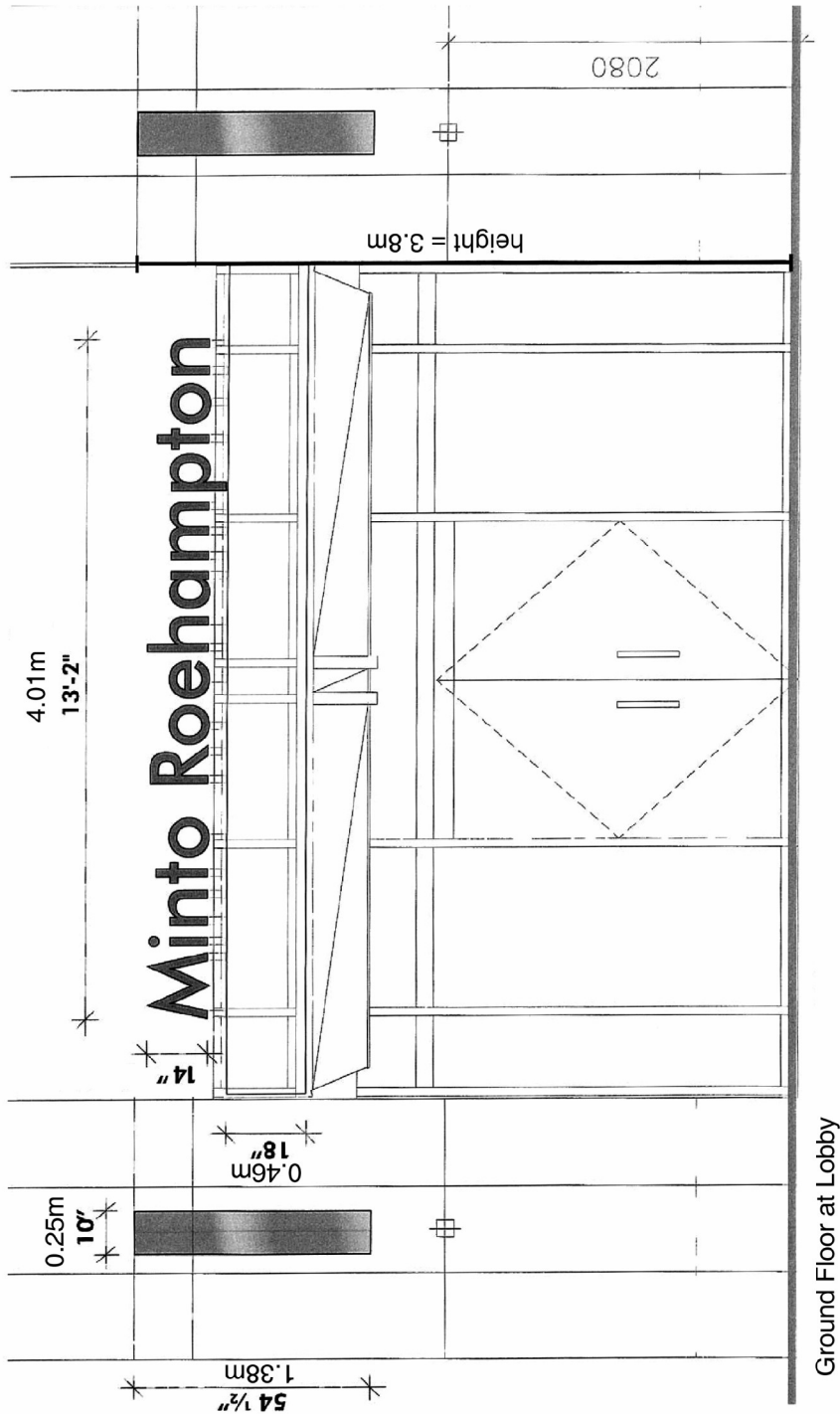
Applicant's Submitted Drawing

Not to Scale
03/16/07

150 Roehampton Avenue

File # 07_104414

Attachment 2: Elevation & Sign Details



Ground Floor at Lobby

150 Roehampton Avenue

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
03/16/07

File # 07_104414

Attachment 3: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
03/16/07

150 Roehampton Avenue

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