

**Sign Variance Report
155 Sherbourne Street**

Date:	April 4, 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:	06-176948

SUMMARY

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

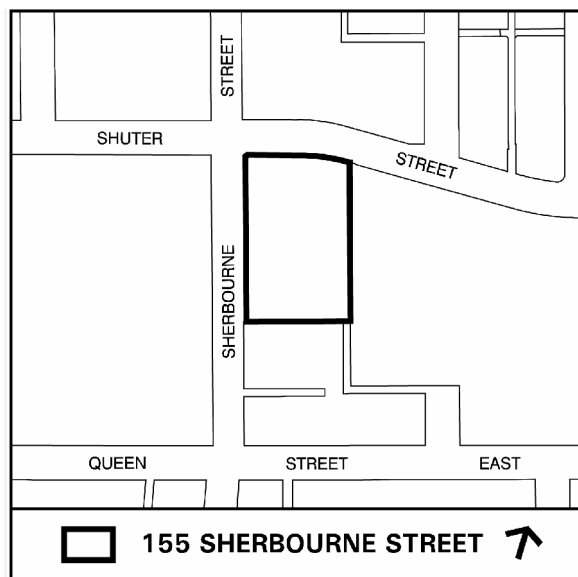
This report reviews and makes recommendations on a request by Pierre Lachance with Dominion Signs, on behalf of Dollarama for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, an illuminated fascia sign on the front elevation of the building at 155 Sherbourne Street.

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 maintain, for identification purposes an illuminated fascia sign on the front elevation of the building at 155



Sherbourne Street, 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 property is located north of Queen Street, on the east side of Sherbourne Street in an R2 zone. The property contains a multi-storey apartment building and a single-storey commercial/retail building. The single-storey building comes out to the street line along Sherbourne Street and it is occupied by "Dollarama" store. The applicant is seeking permission to maintain, for identification purposes, an illuminated existing fascia sign in the form of individual letters and a logo to represent "Dollarama" on the front elevation of the building at 155 Sherbourne Street.

The sign does 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
Chapter 297-9D (5)(a)	The sign has an area of 17.35m ² .	The 17.35m ² sign area exceeds by 17.10m ² , the maximum 0.25m ² sign area permitted in an R2 zone.
Chapter 297-9D (5)(b)	The top sign is located at a height of approximately 6.5m.	The 6.50m sign height exceeds by 4.0m, the maximum 2.0m sign height permitted.

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. This is signage for commercial space and commercial space has been on the ground floor of this building since it was constructed. Although, the sign is larger and higher than permitted, it is designed well to blend in with the rectangular façade of the building. It is staff's opinion that the sign does not adversely impact the building or streetscape.

CONTACT

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SIGNATURE

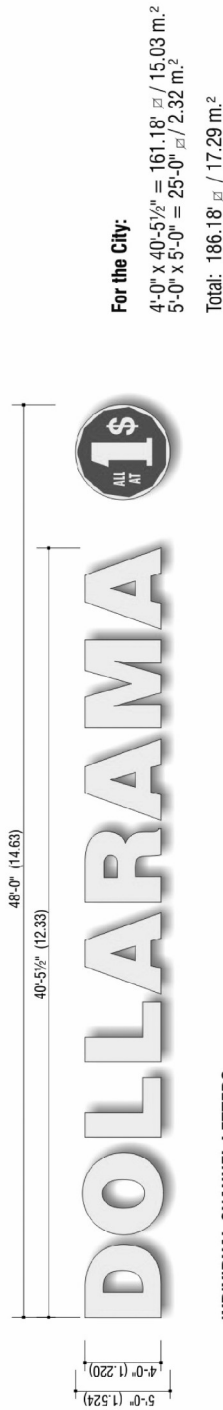
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation & Sign Details

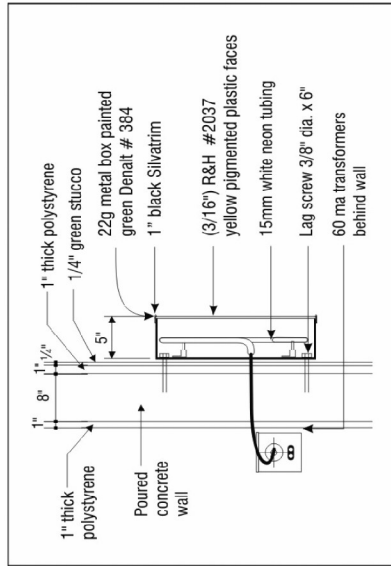
Attachment 1: Elevation & Sign Details



For the City:
 4'-0" x 40'-5 1/2" = 161.18 m² / 15.03 m²
 5'-0" x 5'-0" = 25'-0" m² / 2.32 m²
Total: 186.18 m² / 17.29 m²

INDIVIDUAL CHANNEL LETTERS

One (1) set of individual channel letters and one (1) logo on wall.
 Boxes to be painted green Denalt #C2311-05 with 1" Black Silvatrim.
 3/16" R&H #2037 yellow pigmented plastic faces covered with
 green vinyl #3630-76 (GK) as illustrated.
 Illuminated by white neon tubing.
 Transformers to be located behind the wall



Detail (not to scale)



Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
 01/10/07

155 Sherbourne Street

File # 06_176948