

**Sign Variance Report
90 Harbour Street**

Date:	May 28, 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:	07-117068

SUMMARY

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

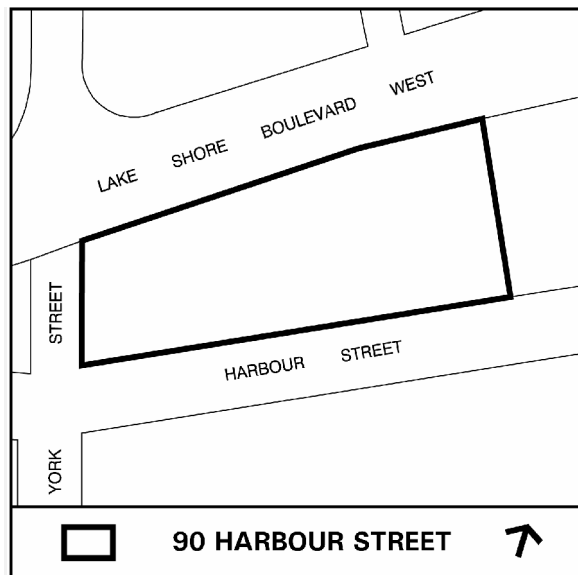
This report reviews and makes recommendations on a request by Pam Coburn on behalf of Pinnacle Hospitality Group for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, an existing non-illuminated fascia sign located on the west elevation of a designated historic building at 90 Harbour Street.

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:

1. Toronto and East York Community Council refuse the request for variances to maintain, for third party advertising purposes, an existing non-illuminated fascia sign located on the west elevation of a



designated historic building at 90 Harbour Street.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located east of York Street on the north side of Harbour Street in a “CR” zone. The property contains a five-storey designated historic building. The applicant is seeking permission to maintain, for third party advertising purposes, an existing non-illuminated fascia sign located at the top floor level, on the west elevation of the building. The sign is 12.19m wide and 4.57m high with an area of 55.71m².

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
1. Chapter 297-10D (5) (f)	The third party fascia sign is located at the top floor level, on the west elevation of a five-storey designated historic building.	The Municipal Code does not permit a third party fascia sign on a listed or designated historic building.

COMMENTS

The existing third party fascia sign on the west elevation of the building is too large, too high and is located within a short distance from another existing third party fascia sign located on this designated historic building. Also, the sign is located within a short distance from the Gardiner Expressway and it is visible to the westbound motorists.

The sign does not complement the architecture features of the historic significance of the building. Staff of the Heritage Preservation Services have reviewed the plans and do not consider the proposal to be supportable.

It is staff's opinion that permitting third party illegal signs on a designated or listed historic building by way of a minor variance application, will undercut the clear intent of City policy.

CONTACT

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SIGNATURE

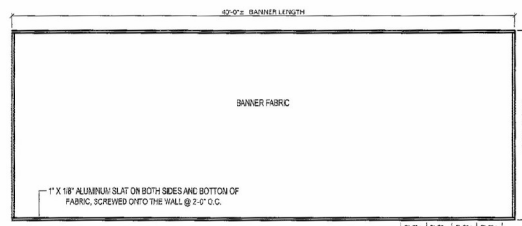
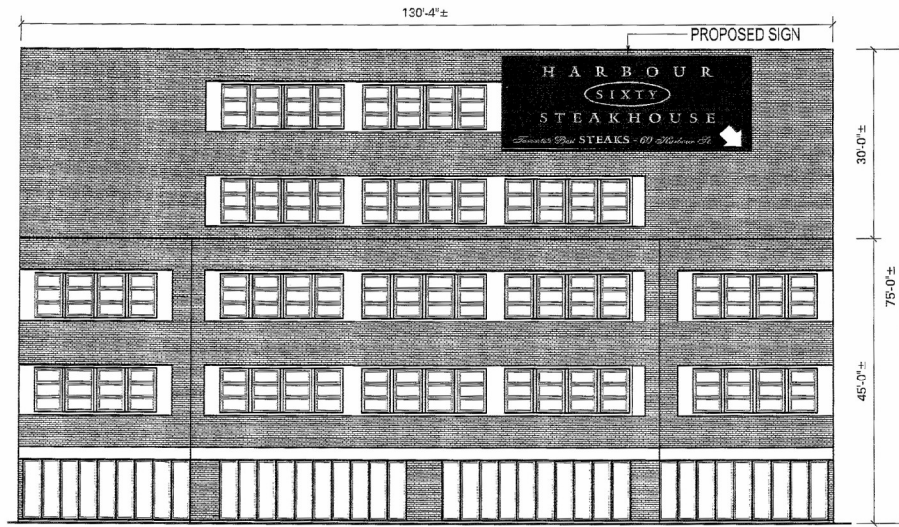
Gary Wright, Director
Community Planning, Toronto and East York District

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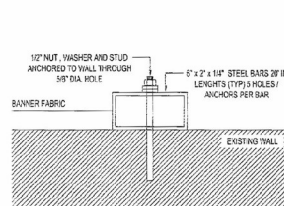
ATTACHMENTS

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

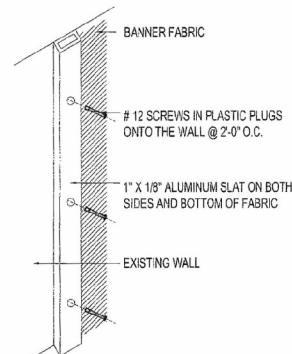
Attachment 1: Elevation & Sign Details



FRAMING
SCALE: 1/8" = 1'-0"



WALL CONNECTION DETAIL
SCALE: 1-1/2" = 1'-0"



CONNECTING DETAIL
SCALE: N.T.S.

Elevation & Sign Details

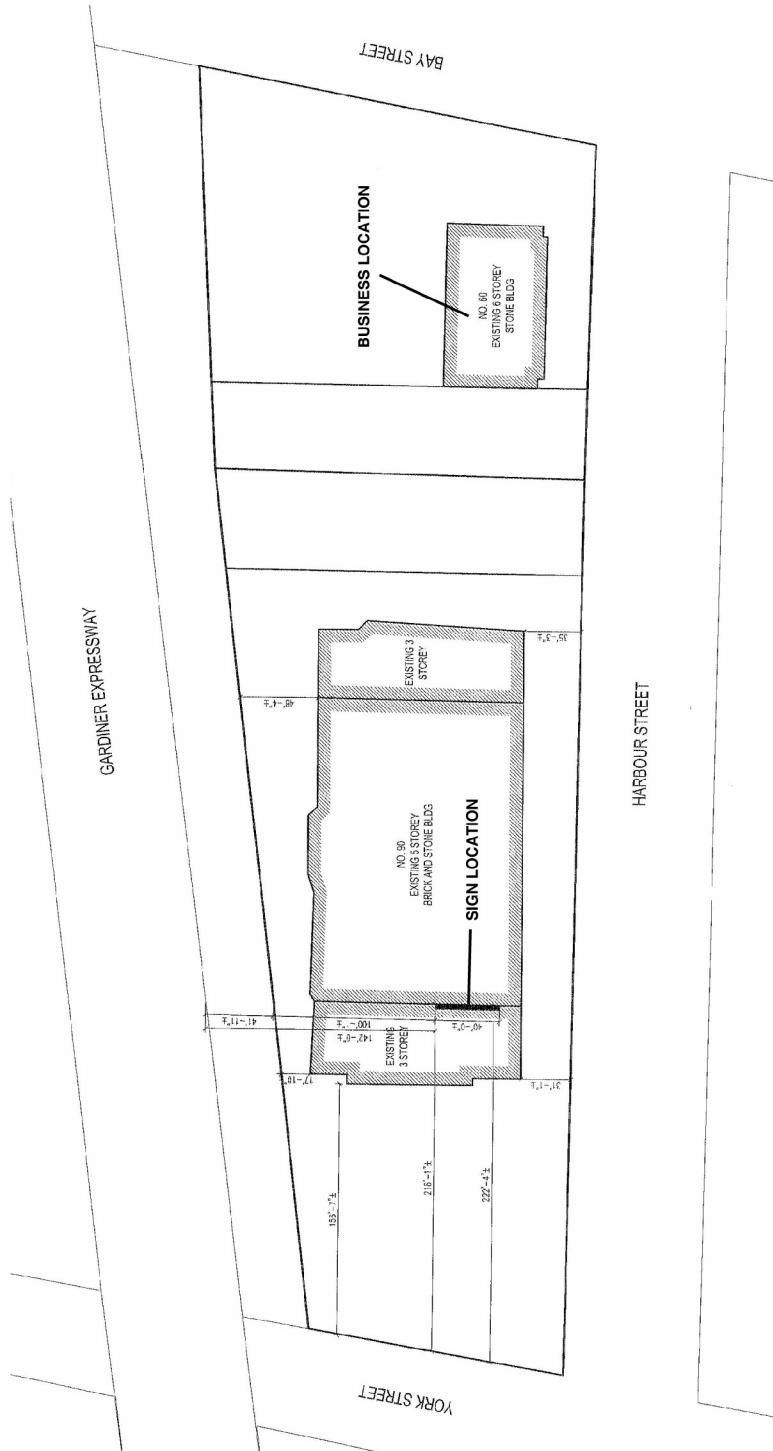
Applicant's Submitted Drawing

Not to Scale
05/17/07

90 Harbour Street

File # 07_117068

Attachment 2: Sign Location



Sign Location

Applicant's Submitted Drawing

Not to Scale
05/17/07



90 Harbour Street

File # 07_117068