

**Sign Variance Report
267 Richmond Street West**

Date:	May 31, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-171667

SUMMARY

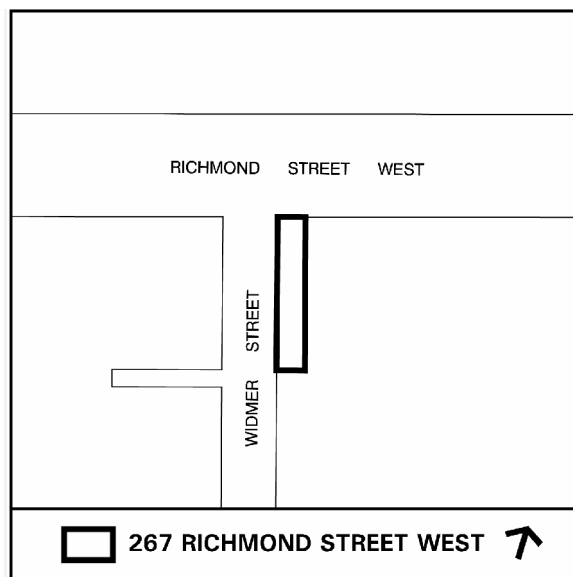
This report reviews and makes recommendations on a request by Cole Kostic, with Sign Production, for Festival Hall Developments for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code and from former Metropolitan Toronto By-law No. 118 and 211-79 to permit, for identification purposes, an illuminated projecting sign to represent “Extreme Fitness” on the north elevation of the building, at 267 Richmond Street West.

Staff recommends approval of the application. The variances are minor and are within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the requested variances to permit, for identification purposes, an illuminated projecting sign to represent “Extreme Fitness” on the north elevation of the building, at 267 Richmond Street West on the north elevation of the building; 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 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 located at the southeast corner of Richmond Street West and Widmer Street in a RA zone district. This building is part of the overall Festival Hall complex. The property contains a three storey listed historic building with retail uses at the grade level. The Extreme Fitness occupies a ground floor unit and a second floor unit in the northwest portion of the building. The applicant is requesting permission to replace an existing projecting banner with a new projecting sign at this location. The proposed sign is 1.02m wide and 6.33m high with an area of 6.46m².

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code and former Metropolitan Toronto By-law No. 118 and 211-79 in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-10D (14) (C)	The sign would have an area of 6.46m ² .	The 6.46m ² sign area would exceed by 2.27m ² , the maximum 4.19m ² sign area permitted.
2. Chapter 297-10E (3)	The sign would project 1.02m over the public walkway from the face of the building.	The 1.02m sign projection over the public walkway would exceed by 0.2m, the maximum 1.0m sign projection permitted.
3. Former Metro Toronto By-law No. 118 and 211-79	The sign would project 1.02m over the public walkway from the face of the building.	The 1.02m sign projection over the public walkway on a former Metro Road would exceed by 0.57m, the maximum 0.45m sign projection permitted.

COMMENTS

With regards to the first variance, the permitted area for a projecting sign is based on 0.1m² for each metre of the business unit frontage is on the street. In this case, the sign exceeds the permitted size because the unit frontage is relatively narrow. In this case, the frontage of the business unit is relatively small. The proposed replacement sign is well designed and sized to blend in well with the building façade.

With respect to the second and third variances, the sign projection over the public walkway would exceed the permitted projection. In this case, the sign projection is consistent with many other existing projecting signs in this part of Richmond Street West. It is staff's opinion that the proposed sign would not adversely impact the building to which it would be attached, surrounding uses or the streetscape.

Staff at the Heritage Preservation Services have also reviewed the plans and have advised that the sign is acceptable.

CONTACT

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SIGNATURE

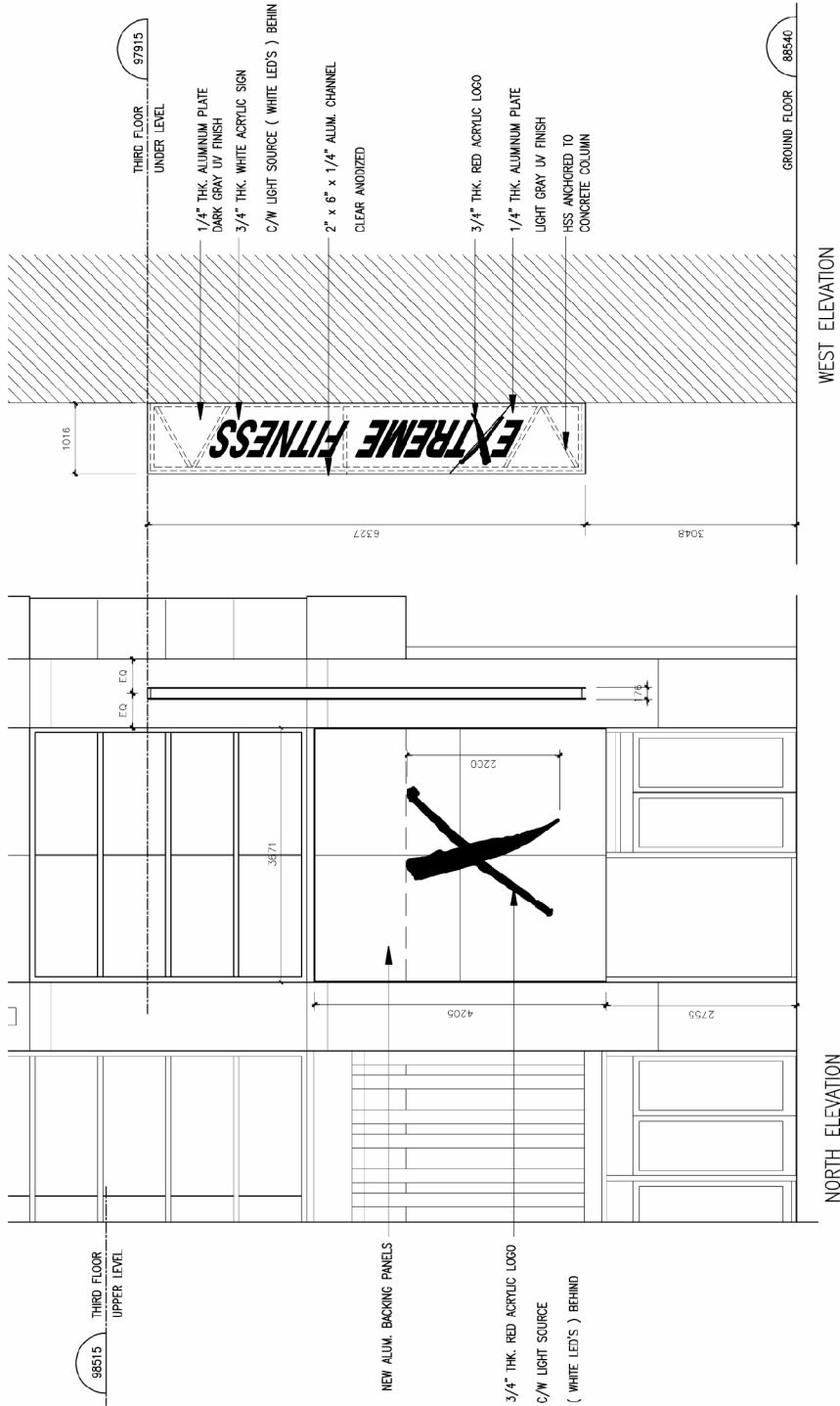
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations

Attachment 1: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
05/29/07

267 Richmond Street West

File # 07_171667