



STAFF REPORT ACTION REQUIRED

Sign Variance Report 327 King Street West

Date:	December 13, 2006
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	06-131811

SUMMARY

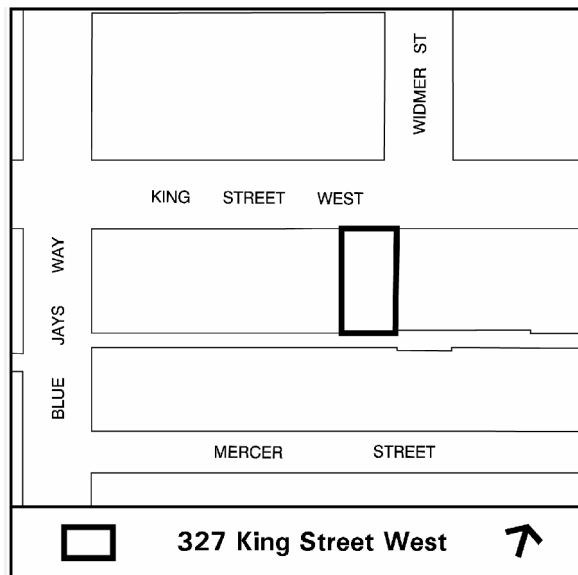
To review and make recommendations on a request by Prudence Wong of Forward Signs on behalf of 4510149 Ontario Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, two illuminated projecting signs located on the front elevation of the building at the above noted location.

Staff recommends approval of this application. The requested variances are minor in nature and 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 maintain, for identification purposes, two oval shape illuminated projecting signs located on the front elevation of the building at 327 King Street West be approved; and
2. City 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

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

ISSUE BACKGROUND

The property is located west of John Street on the south side of King Street West in a RA zone. The property accommodates a two storey non-residential building with a restaurant “Journo” at the grade level. The applicant is seeking permission to maintain two oval shape projecting signs located on the front elevation of the building. Each sign is 0.86m wide and 0.69m high with an aggregate area of both sign is 0.92m².

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10D -14(c)	The aggregate area of the projecting signs is 0.92m ² .	The 0.92m ² aggregate area of the projecting signs would exceed by 0.12m ² , the maximum 0.80m ² aggregate sign area permitted.
Chapter 297-10E -5	The vertical clearance from top of grade to the bottom of each sign is 2.43m.	The 2.43m vertical clearance from top of grade to the bottom of projecting signs is 0.07m less than the minimum 2.50m clearance required.

COMMENTS

The permitted aggregate area of projecting signs is based on the amount of frontage the commercial unit has on the street. In this instance, the building frontage is relatively narrow and the modest size projecting signs are slightly larger than permitted. It is staff’s opinion that the signs are consistent with other existing projecting signs in this portion of the King Street West.

With regards to the second variance, the existing 2.43m vertical clearance from top of grade to the bottom of projecting signs is 0.07m less than the required 2.50m. Although, the signs do not meet the By-law requirement, a 0.07m variance will not create a safety concern.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax: 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

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

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ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevation & Sign Details

Attachment 1: Elevation



327 King Street West

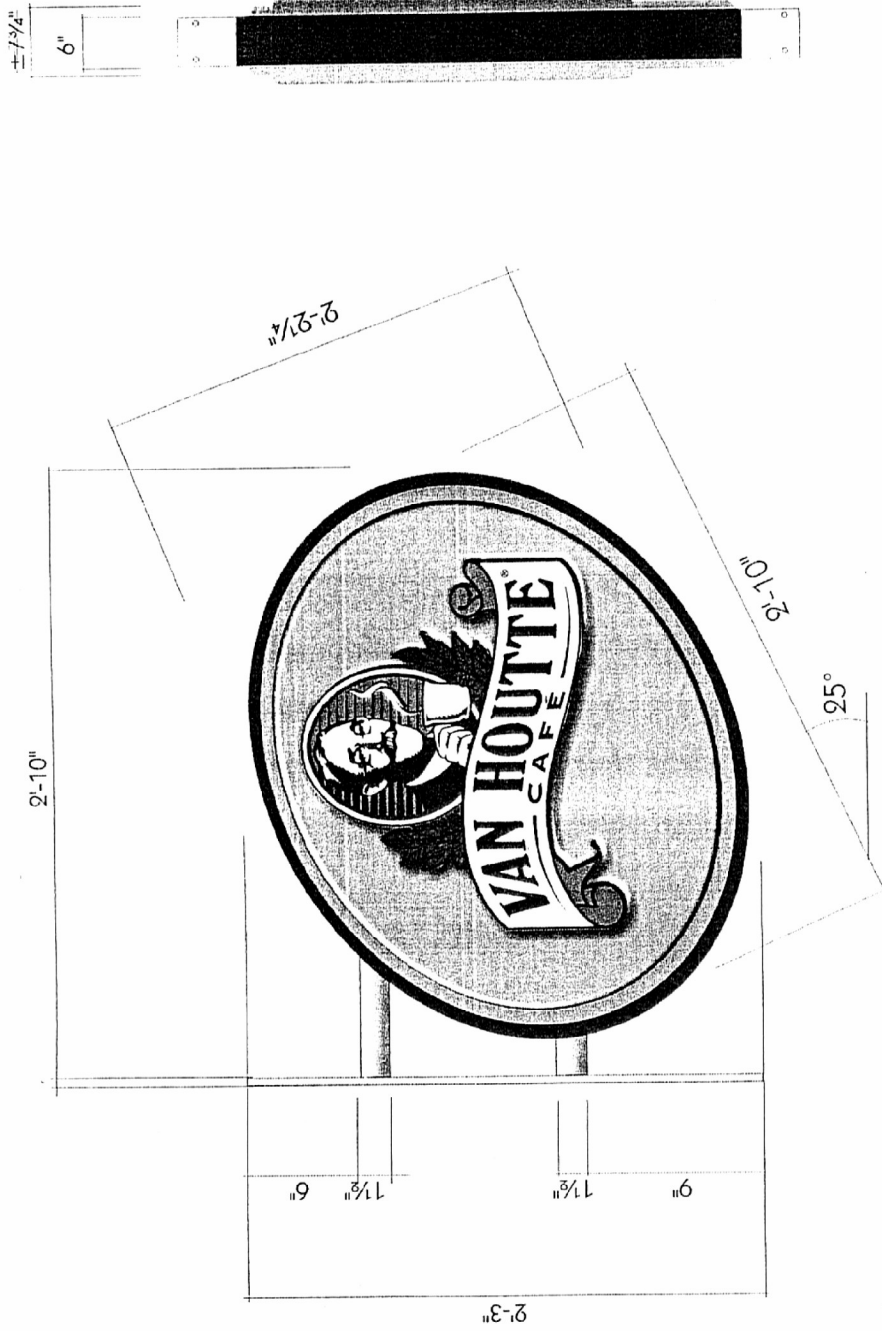
File # 06_131811

Elevation

Applicant's Submitted Drawing

Not to Scale
12/18/06

Attachment 2: Elevation & Sign Details



327 King Street West

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
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