



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
266 King Street West**

Date:	December 11, 2006
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	06-177961

SUMMARY

To review and make recommendations on a request by Leroy Cassanova of Astral Media Outdoor on behalf of Ed Mirvish Enterprises Limited for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, and illuminated fascia sign on the Duncan Street elevation of a listed historic building at 266 King Street West.

Staff recommends refusal of this application. The requested variances are major and not within the general intent and purpose of the Municipal Code.

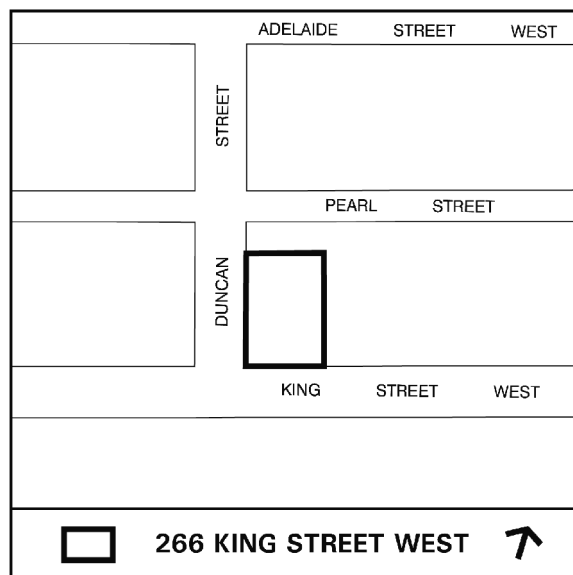
RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council refuse the requested variances to permit, for third party advertising purposes, an illuminated fascia sign on the Duncan Street elevation of a listed historic building at 266 King Street West.

FINANCIAL IMPACT

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



ISSUE BACKGROUND

The site is located at the northeast corner of King Street West and Duncan Street in a "RA" zone. The site is occupied by a six storey listed historic building with retail uses at the grade level. The applicant has requested permission to erect an illuminated third party fascia sign on the Duncan Street elevation of the building. The sign is 7.62m wide and 15.85m high with an area of 120.78m².

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
(1) Chapter 297-2 Definitions	The fascia sign would not be erected against the wall of the building and it would project 0.83m from the wall of the building.	The sign would not be mounted wholly against the wall of the building and its 0.83m projection would exceed by 0.38m, the maximum 0.45m sign projection permitted.
(2) Chapter 297-10 D 5 (c)(1) and (d)	The sign would face Duncan Street.	A third party sign facing a street is not permitted.
(3) Chapter 297-10 D(5)(e)	The sign would extend from the second floor to the sixth floor of the west elevation of the building. The top of sign would be 22.48m high above grade.	A fascia sign which faces a street and is located above the second storey of a building or 10.0m above grade, is not permitted.
(4) Chapter 297-10 D(5)(g)	The proposed sign would have an area of 120.78m ² .	The 120.78m ² sign area would exceed by 95.77m ² , the maximum 25.0m ² sign area permitted.
(5) Chapter 297-10 E	The sign would obstruct or interfere with the windows on the west elevation of the building.	A sign obstructing or interfering with a window of a building is not permitted.
(6) Chapter 297-10 F(2)	The proposed 120.78m ² illuminated third party fascia sign would be located less than 30.0m away from an existing third party sign located on the building at northwest corner of King and Duncan Streets.	A third party illuminated fascia sign with an area of more than 70.0m ² is required to have a minimum separation distance of 300.0m from another 3 rd party sign.

COMMENTS

The proposed third party sign on the west elevation is too large, too high and it covers the windows on the second, third, fourth, fifth and sixth floors of the building. The sign would face Duncan Street and a third party fascia sign is not permitted. In order to prevent sign clutter third party signs of this size and magnitude are required to have a minimum separation distance of 300m. In this case, an existing large third party sign is located less than 30 m away on a building located on the northwest corner of King and Duncan Streets.

The building is a listed historic building and third party signs are not permitted on listed historic buildings. Staff at the Heritage Preservation Services have reviewed the plans and have advised that the proposed sign is not acceptable.

For the reasons stated above, staff recommends refusal of this application.

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

(p:\2006\uds\pln\33293265073.doc) - smc

ATTACHMENTS

Attachment 1: Existing Elevation
Attachment 2: Proposed Elevation
Attachment 3: Sign Details

Attachment 1: Existing Elevation



266 King Street West

Existing Elevation
Applicant's Submitted Drawing

Not to Scale
12/08/06

File # 06_177961

Attachment 2: Proposed Elevation



Proposed Elevation

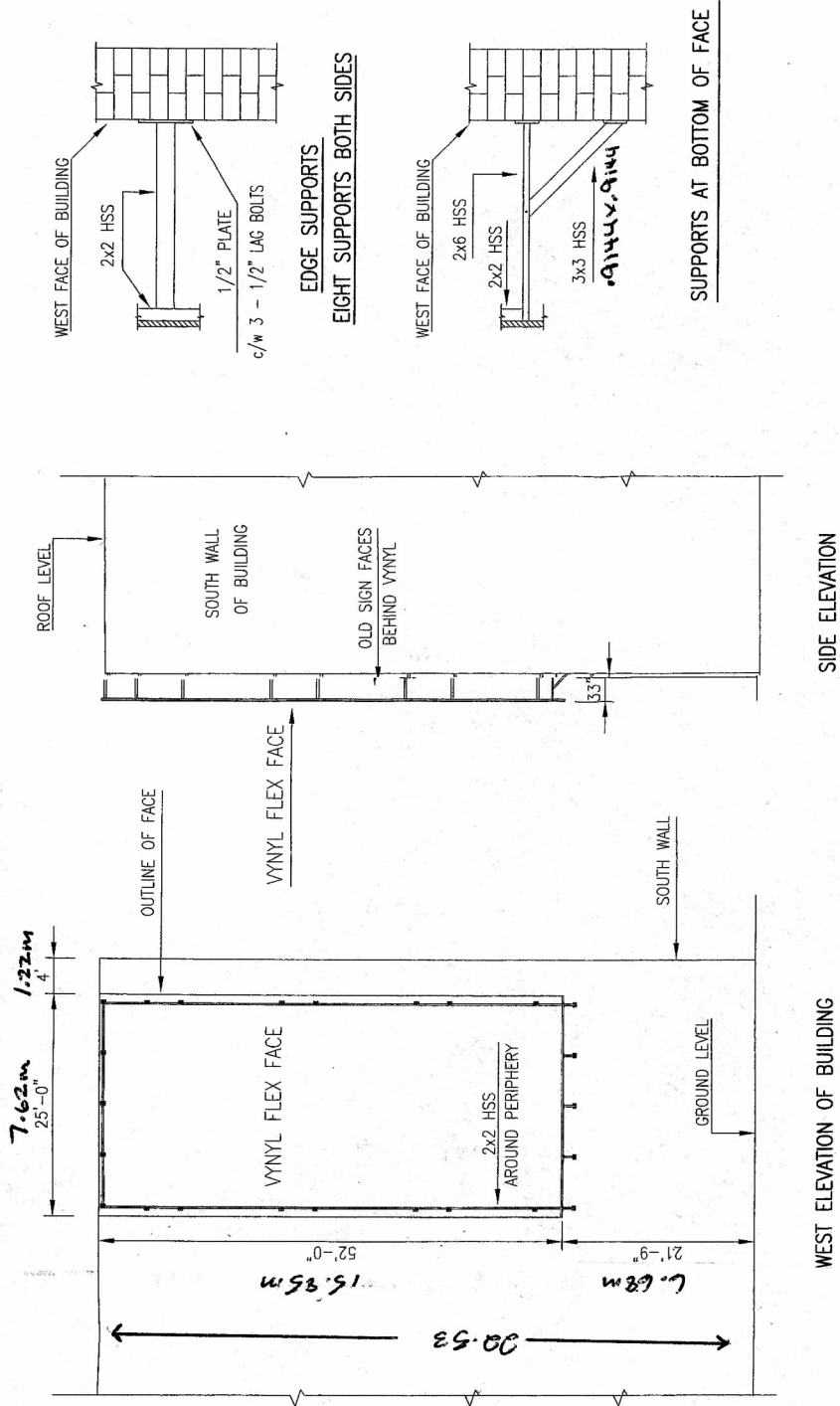
Applicant's Submitted Drawing

Not to Scale
12/08/06

266 King Street West

File # 06_177961

Attachment 3: Sign Details



266 King Street West

Sign Details
Applicant's Submitted Drawing

Not to Scale
12/08/06

File # 06 177961