

**Sign Variance Report
19 Charlotte Street**

Date:	December 5, 2006
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	06-161266

SUMMARY

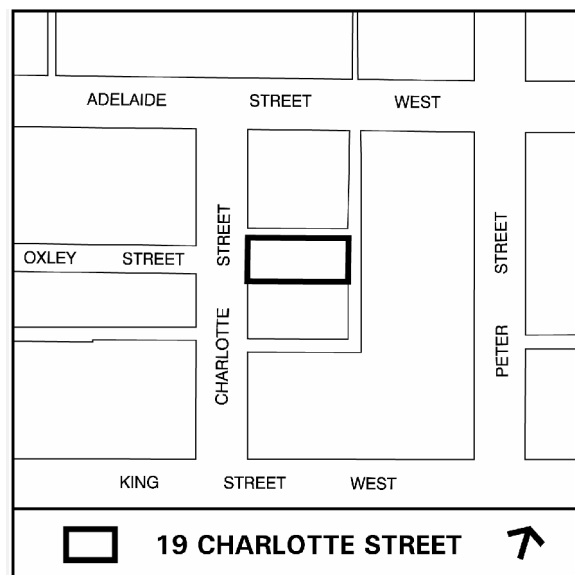
To review and make recommendations on a request by Isabella Cerelli of Pride Signs Ltd. on behalf of GAP Adventures for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, the illumination of an existing fascia sign in the form of a corporate name and logo “GAP Adventures” located at the top floor level, on the front elevation of the building at 19 Charlotte Street.

Staff recommends approval of this application with a condition that the sign be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. The variance is minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the request for a variance to permit, for identification purposes, the illumination of an existing fascia sign in the form of a corporate name and a Logo “GAP Adventures” located at the top floor level, on the front elevation of the building at 19 Charlotte Street with a condition that the sign is turned off by



means of an automated timing device from 11:00 p.m. to 7:00a.m.; 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 east of Spadina and south of Adelaide Street on the eastside of Charlotte Street in a “RA” zone and contains a four-storey non-residential building. The applicant is requesting permission to illuminate, for identification purposes, an existing non-illuminated fascia sign in the form of a corporate name and logo “GAP Adventures” located at the top floor level, on the front elevation of the building at 19 Charlotte Street. The sign is 5.45m wide and 1.47m high with an area of 8.01m².

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter297-10D.Q4 (a)	The illuminated sign would be located at the top floor level of a 14.60m high building.	An illuminated fascia sign in the form of a corporate name and a logo is not permitted on a building which is less than 34.0m in height.

COMMENTS

The existing non-illuminated sign, is located at the top floor level of the building. The sign is designed to blend in well with the building façade and the streetscape. The sign is being illuminated, however, in order to mitigate any concerns from its illumination, staff recommends that the applicant be required to turned the sign off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. With this condition in place, staff considers the illuminated sign 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 2: Sign Details

Attachment 1: Elevations

proposed signage



existing signage



Elevations

Applicant's Submitted Drawing

Not to Scale
11/24/06

19 Charlotte Street

File # 06_161266

Attachment 2: Sign Details



19 Charlotte Street

Sign Details
 Applicant's Submitted Drawing
 Not to Scale
 11/24/06

File # 06_161266