



STAFF REPORT ACTION REQUIRED

Sign Variance Report 295 Wellesley Street East

Date:	December 12, 2006
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	06-174168

SUMMARY

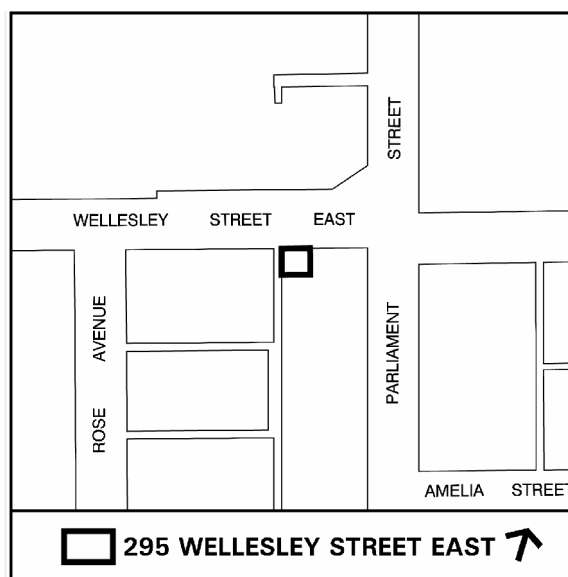
To review and make recommendations on a request by David Smith of Pizza Pizza Ltd. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign on the front elevation of the building at 295 Wellesley Street East.

Staff recommends approval of this application. 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, an illuminated “Hot & Fresh Pizza Pizza” fascia sign on the front elevation of the building at 295 Wellesley Street; and
2. City Council direct the City Clerk’s Office to advise the applicant, upon approval of variance, 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 single-storey building is located just west of Parliament Street on the south side of Wellesley Street East in an MCR zone. The existing “Pizza Pizza” is at 299 Wellesley Street East and is expanding to include 295 Wellesley Street East. The applicant will remove an existing “Pizza Pizza” sign located on the north elevation of the building at 299 Wellesley Street East and all three existing fascia signs located on the building at 295 Wellesley Street East. They proposed to erect a newly designed illuminated “Hot & Fresh Pizza Pizza” replacement fascia sign on the north parapet wall of the building at 295 Wellesley Street East.

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
(1) Chapter 297-10D (5)(d)	The proposed fascia sign would extend above the roof line of the building.	A fascia sign extending above the roof line of a building is not permitted if the building does not have a second storey.

COMMENTS

The variance is required because the proposed signs would extend above the first floor level of the building that does not have a second storey. The sign is designed to integrate with the building features. The proposed sign is consistent with many of the existing signs in the general vicinity of Wellesley and Parliament Street.

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: Elevations

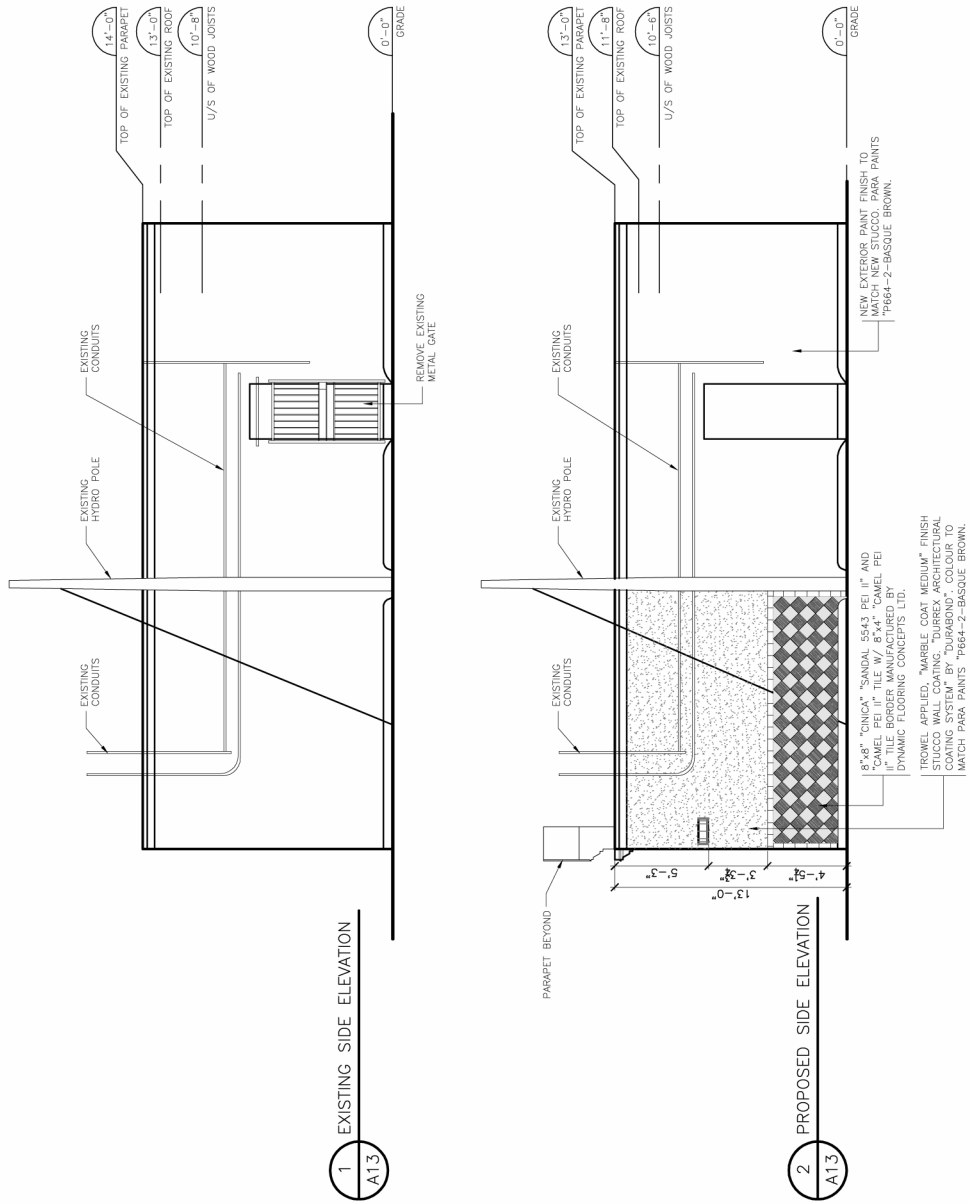
Attachment 2: Elevations

Attachment 3: Sign Details

File # 06_174168



Attachment 2: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale
11/22/06

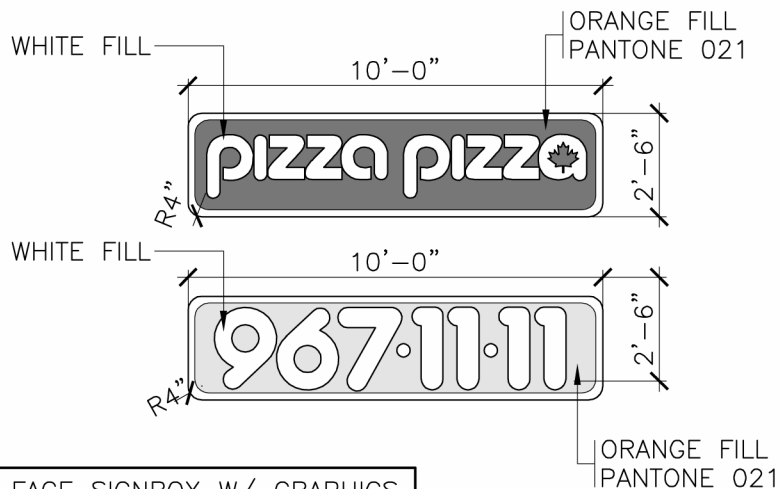
295 Wellesley Street East

File # 06 174168

Attachment 3: Sign Details

SIGN BOX # 1 & 3 (NEW)

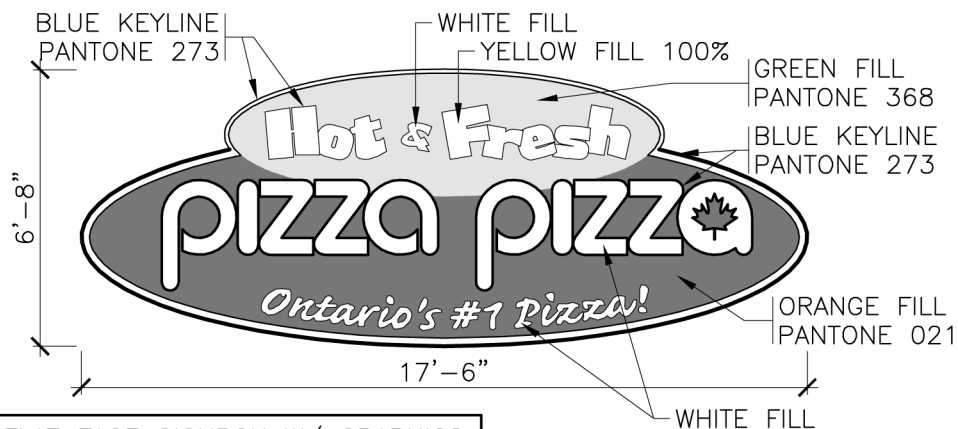
SCALE = 3/16" = 1'-0"



FLAT FACE SIGNBOX W/ GRAPHICS
AREA: 26 SQ. FT. EACH

SIGN BOX #2 (NEW)

SCALE = 3/16" = 1'-0"



FLAT FACE SIGNBOX W/ GRAPHICS
AREA: 85 SQ. FT.

Sign Details

Applicant's Submitted Drawing

Not to Scale
11/22/06

295 Wellesley Street East

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