

## Sign Variance Report 60 McCaul Street

<b>Date:</b>	July 11, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	07-127893

### SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

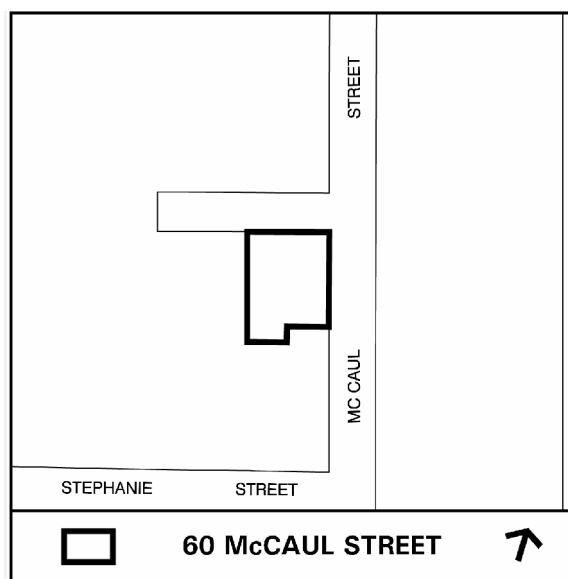
This report reviews and makes recommendations on a request by Gary Bridgens, with Art Gallery of Ontario for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two temporary non-illuminated fascia signs on the McCaul Street frontage of the building, at 60 McCaul Street for a period of two years from the date of approval.

Staff recommends approval of the application. The variances are for temporary signs to accommodate Art Gallery of Ontario uses during reconstruction of The Art Gallery. Under these circumstances the variances are acceptable.

### RECOMMENDATIONS

**The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit, for



- identification purposes, two temporary non-illuminated fascia signs on the McCaul Street frontage of the building, at 60 McCaul Street for a period of two years from the date of approval; and
2. Toronto and East York Community 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

The recommendations in this report have no financial impact.

### ISSUE BACKGROUND

The R zoned, single-storey brick building is located north of Queen Street West, on the west side of McCaul Street. The building will be the temporary home of The AGO School for a period of two years. The applicant is seeking permission to install two temporary, non-illuminated fascia signs on the McCaul Street frontage of the building. The "Art Gallery of Ontario" sign on the south portion of the front elevation would have an area of 38.14m<sup>2</sup>. The proposed "Gallery School" sign on the north portion of the front elevation would have an area of 14.47m<sup>2</sup>.

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-9D (5)(a)	The proposed "Art Gallery of Ontario" sign would have an area of 38.14m <sup>2</sup> . The proposed "Gallery School" sign would have an area of 14.47m <sup>2</sup> .	The 38.14m <sup>2</sup> sign area for the "Art Gallery of Ontario" would exceed by 37.89m <sup>2</sup> , the maximum 0.25m <sup>2</sup> permitted.  The 14.47m <sup>2</sup> sign area for the "Gallery School" would exceed by 14.22m <sup>2</sup> , the maximum 0.25m <sup>2</sup> permitted.
2. Chapter 297-9D (5)(b)	A small portion of the "Art Gallery of Ontario" sign would have a height of 3.24m.  A small portion of the "Gallery School" sign would have a height of 4.34m.	The 3.24m sign height for the "Art Gallery of Ontario" sign would exceed by 1.24m, the maximum 2.0m sign height permitted.  The 4.34m sign height for the "Gallery School" sign would exceed by 2.34m, the maximum 2.0m sign height permitted.

## **COMMENTS**

Signs in a residential zone are required to be small and low in order to limit any negative impact they may have on the neighbouring residential uses or on the streetscape. In this instance, the proposed non-illuminated signs are temporary for a period of only two years during construction at the AGO. This building was also used by the Gardiner-Museum during their construction. The signs are designed well to complement the building façade and the streetscape on a temporary basis. It is staff's opinion that the signs would be acceptable as a temporary circumstance and not have a significant impact on the building, surrounding uses or the streetscape.

Staff recommends approval of the proposed signs for a period of two years. The variances are temporary and acceptable under these specific circumstances.

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

---

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

(P:\2007\Cluster B\pln\teycc13515601016.doc) - smc

## **ATTACHMENTS**

Attachment 1: Elevations

Attachment 1: Elevations

