

**Sign Variance Report
276 King Street West**

Date:	July 11, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-185610

SUMMARY

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

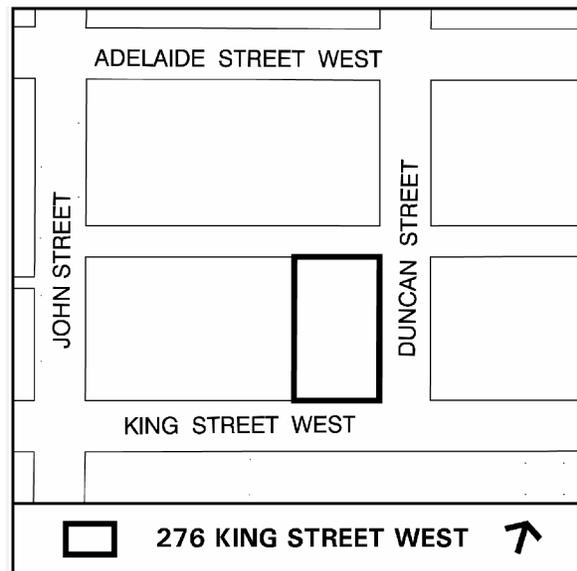
This report reviews and makes recommendations on a request by Stephanie South, with A-Tec Signs, for Ed Mirvish Enterprises Ltd., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, two illuminated projecting signs which are attached to the building face and to the outer columns on the east and west side of the front porch of the building, at 276 King Street West. Each sign is 1.26m wide and 0.76m high with an area of 0.96m².

Staff recommends approval of the application. The variances are minor and are within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variances to maintain, for identification purposes, two



illuminated projecting signs attached to the building face and to the outer columns on the east and west side of the front porch of the building, at 276 King Street West and require that energy efficient lights be used; 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 four-storey listed historic building with retail uses at the grade level is located on the northwest corner of King Street West and Duncan Street in a RA zone district. The ground floor of the building is occupied by the Toronto Antique on King. The applicant is requesting permission to maintain two existing fascia signs which are attached to the building face and to the outer columns on the east and west side of the front porch of the building. Each sign is 1.26m wide and 0.76m high with an area of 0.96m².

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 297-2 (Definitions)	The projecting signs facing east and west are attached to the building face and to the outer columns of the front porch of the building.	The signs do not fully meet the definition of a projecting sign. The signs are not wholly projecting from the building face.
2. Chapter 297-10E (3)	Each sign projects 1.26m from the building face.	The 1.26m sign projection from a building face exceeds by 0.26m, the maximum 1.0m sign projection permitted.

COMMENTS

Although the signs are not wholly projecting from the building face, they do resemble a projecting sign. They project out from the building face, but are also attached to the outer columns of the front porch.

The signs project 0.26m more than permitted but they are designed well and do not project over the public walkway. It is staff’s opinion that the signs at this location do not

adversely impact the building to which they are attached, the public walkway, surrounding uses or the streetscape.

Staff at the Heritage Preservation Services have reviewed the plans and advise that the signs are acceptable.

CONTACT

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

SIGNATURE

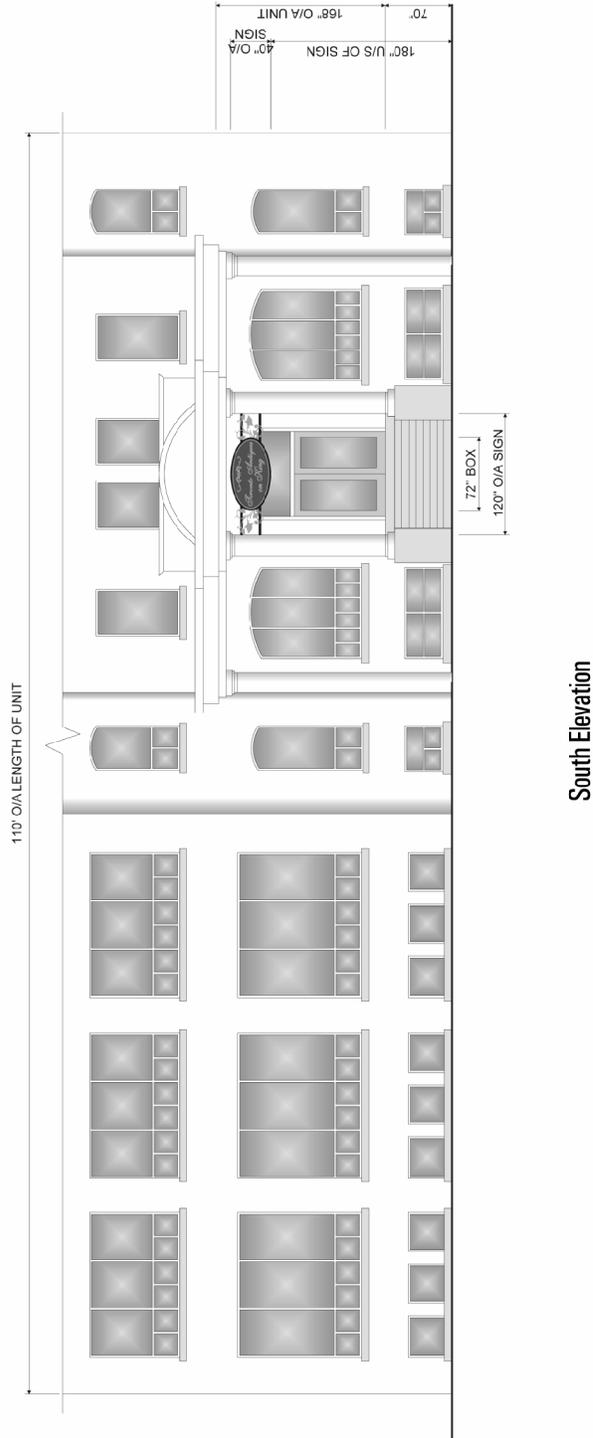
Gary Wright, Director
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc14128959083.doc) - smc

ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevations
Attachment 3: Sign Details

Attachment 1: Elevation



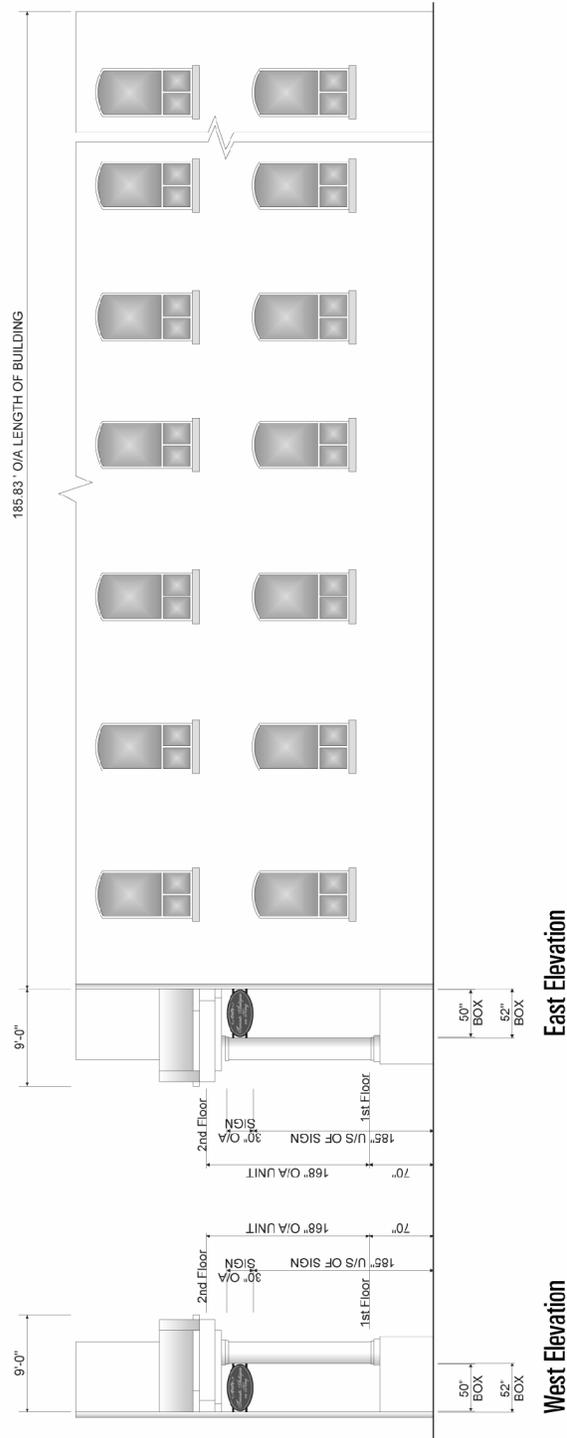
Elevation

276 King Street West
 Applicant's Submitted Drawing

Not to Scale
 07/11/07

File # 07_185610

Attachment 2: Elevations

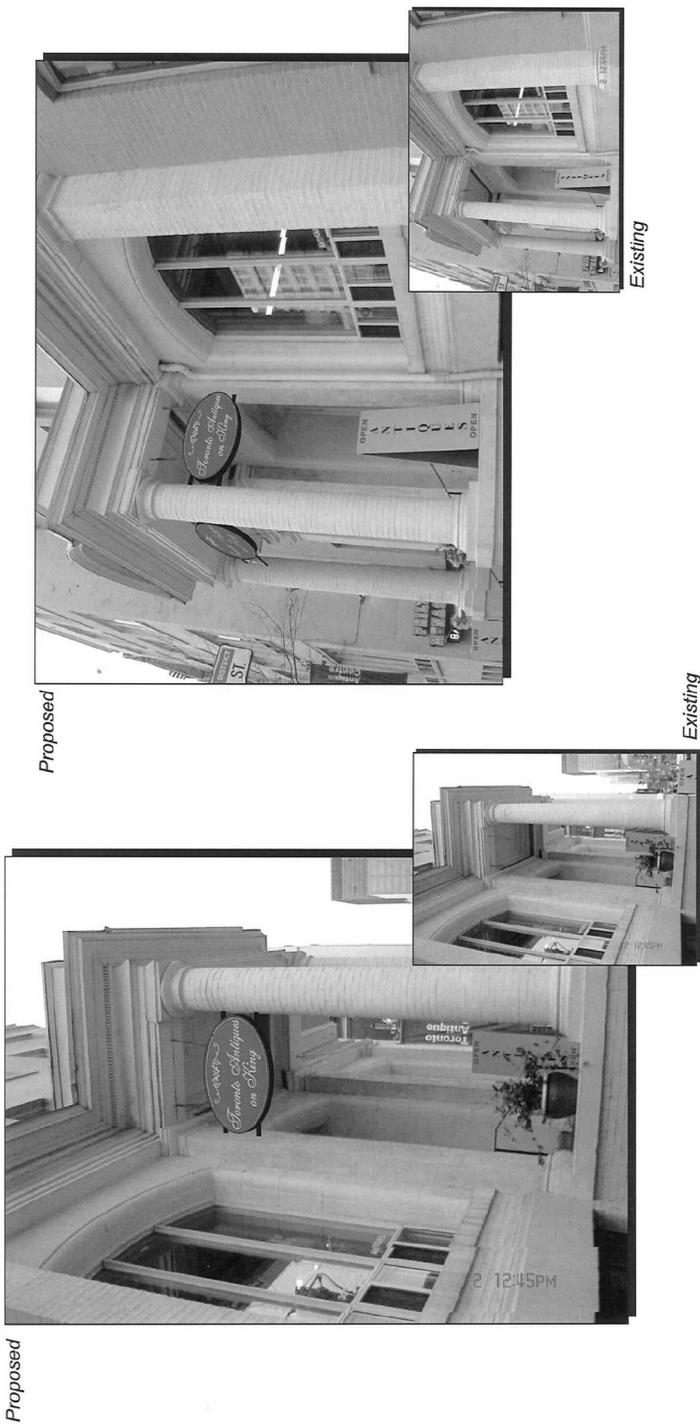


Elevations
 Applicant's Submitted Drawing

Not to Scale
 07/11/07

276 King Street West
 File # 07_185610

Attachment 3: Sign Details



276 King Street West

Sign Details
Applicant's Submitted Drawing

File # 07_185610

Not to Scale
07/11/07