



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 259 Richmond Street West (132 John Street)

<b>Date:</b>	July 31, 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>	07-220099

### SUMMARY

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

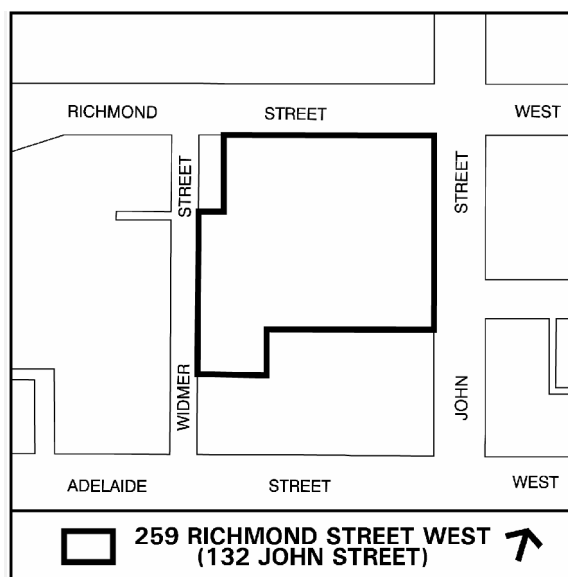
This report reviews and makes recommendations on a request by Sophia McLean, with Daynite Signs, on behalf of Riocan for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of three existing illuminated fascia signs with three newly designed illuminated fascia signs, at the second floor level on the east elevation of the building at 259 Richmond Street West (132 John Street).

Staff recommends approval of the application. The variances are minor and 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 request for variances to permit, for identification purposes, replacement



- of three illuminated existing fascia signs with newly designed illuminated fascia signs, at the second floor level on the east elevation of the building at 259 Richmond Street West (132 John Street) 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 property is located at the southwest corner of John Street and Richmond Street West in an RA zone district. The four storey building with retail uses at the grade level is part of the overall Festival Hall complex. The Milestone's Restaurant occupies the first and second floors in the building. The applicant is requesting permission to replace three existing fascia signs with three newly designed illuminated fascia signs on the east elevation of the building. The proposal is to install two "Milestone's" fascia signs, and one "Grill & Bar" fascia sign. The "Milestone's" sign is 5.33m wide and 0.71m high with an area of 3.78m<sup>2</sup>. The "Grill & Bar" fascia sign is 4.95m wide and 0.46m high with an area of 2.28m<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 297-10E (6)	The signs would obstruct or interfere with windows of the building.	A sign obstructing or interfering with a window of a building is not permitted.
(2) Chapter 297-10D (14) (C)	The signs would have an aggregate area of 17.35m <sup>2</sup> .	The 17.35m <sup>2</sup> aggregate area of the three proposed signs would exceed by 0.97m <sup>2</sup> , the maximum 16.38m <sup>2</sup> sign area permitted.

### COMMENTS

The proposal is to replace the existing fascia signs with newly designed fascia signs at the same location on the east elevation of the building, to reflect the new corporate identity for the business. This area is busy for both pedestrian and vehicular traffic therefore appropriate signage identifying building tenants is important to the commercial stability of the building. The size of the signs is consistent with many other existing fascia signs

located in this part of John Street and Richmond Street West area. It is staff's opinion that the minor obstruction to the east windows of the second floor level would not adversely impact its light, access or views.

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

## **CONTACT**

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## **SIGNATURE**

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

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## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation & Sign Details

Attachment 1: Elevation



Elevation ( Existing Signs )

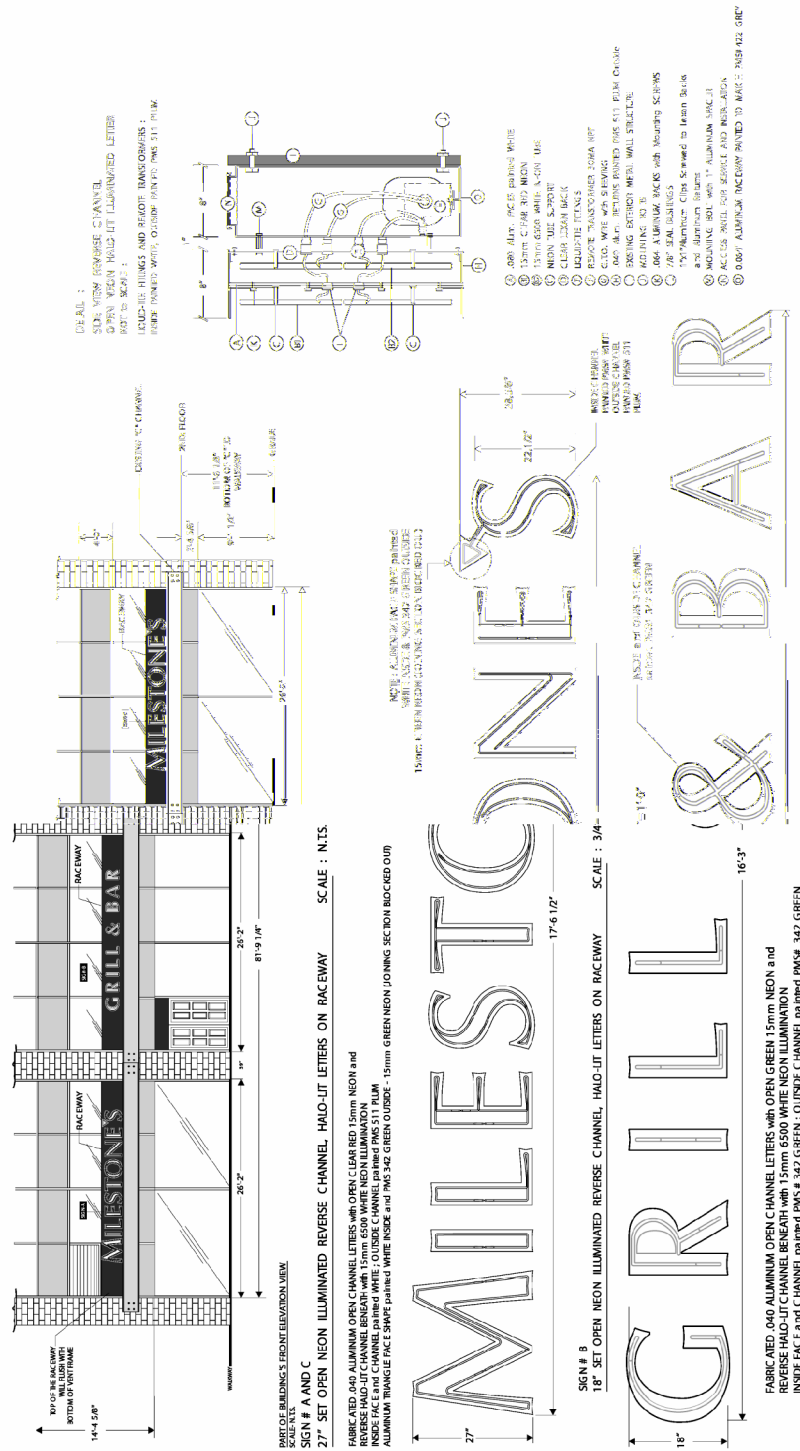
Applicant's Submitted Drawing

Not to Scale  
06/26/07

259 Richmond Street West (132 John Street)

File # 07\_220099

## Attachment 2: Elevation & Sign Details



### Elevation & Sign Details (Proposed Signs)

Applicant's Submitted Drawing

Not to Scale  
06/26/07

259 Richmond Street West (132 John Street)