

**Sign Variance Report
539 King Street West**

Date:	August 1, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-219261

SUMMARY

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

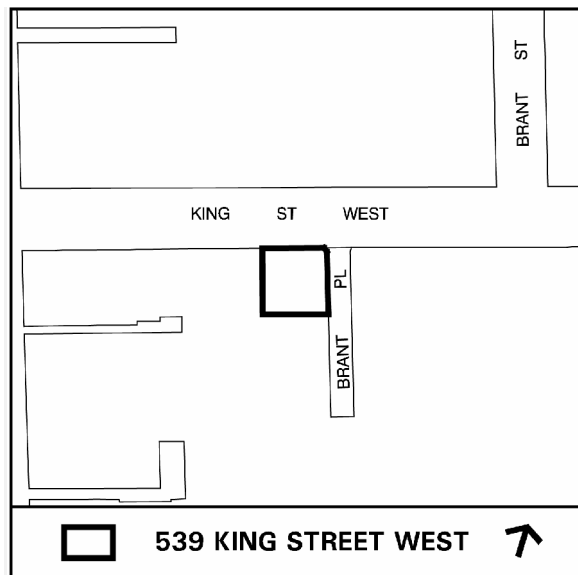
This report reviews and makes recommendations on a request by Keith Perkin on behalf of Seniority Investments for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 539 King Street West.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 539 King Street West.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located west of Spadina Avenue, on the south side of King Street West in an RA zone. The property contains a three-storey building. The applicant is requesting permission to install, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building. The sign would be 8.03m wide and 6.20m high with an area of 49.79m².

The sign does 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 297-10D 5(g)	The sign is 8.03m wide and 6.20m high with an area of 49.79m ² .	The 49.79m ² sign area would exceed by 24.79m ² , the maximum 25.0m ² sign area permitted.
2. Chapter 297-10E (5)	The vertical clearance from the grade to the bottom of the sign would be 1.73m.	The proposed 1.73m vertical clearance from top of grade to the bottom of sign would be 0.77m less than the minimum required clearance of 2.50m.
3. Chapter 297-10F (1)	The proposed third party fascia sign would be located less than 60.0m away from the existing third party fascia signs located 548 King Street West and 578 King Street West.	The sign would not meet the required 60.0m separation distance from other existing third party signs located in the vicinity.

COMMENTS

The proposed third party fascia sign would be located on the east elevation of the building. The sign is too large and it would be located less than the required 60.0 metres from other existing third party signs located at 548 King Street West and 578 King Street West. It is staff's opinion that permitting this sign would add to the sign clutter in this area. Also, the 1.73m proposed vertical clearance from top of grade to the bottom of sign would be 0.77m less than the required 2.5m. This would be a safety concern for pedestrians. It is staff's opinion that the third party sign at this location is not appropriate.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

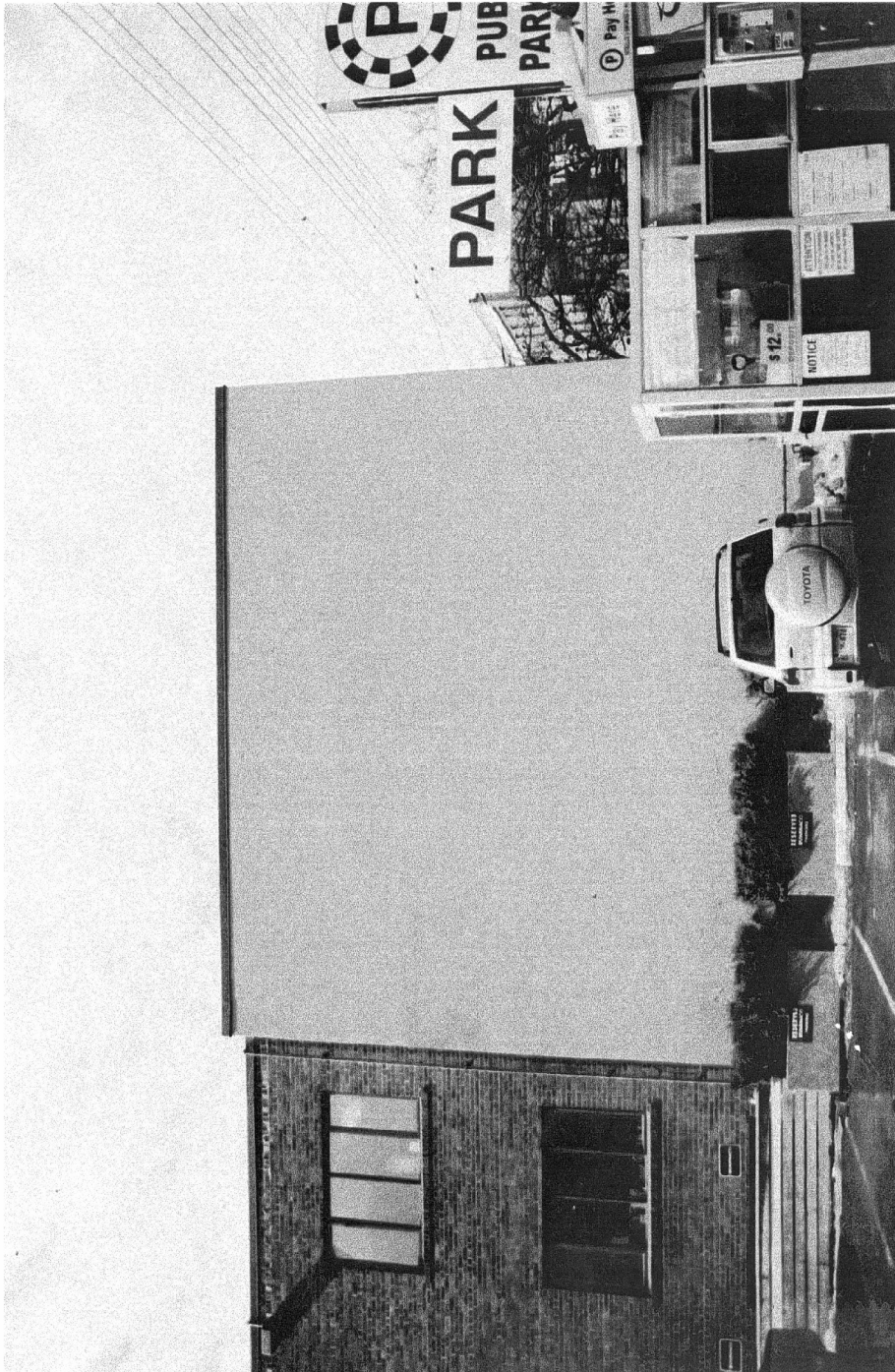
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Existing Elevation
Attachment 2: Proposed Elevation
Attachment 3: East Elevation

Attachment 1: Existing Elevation



Existing Elevation

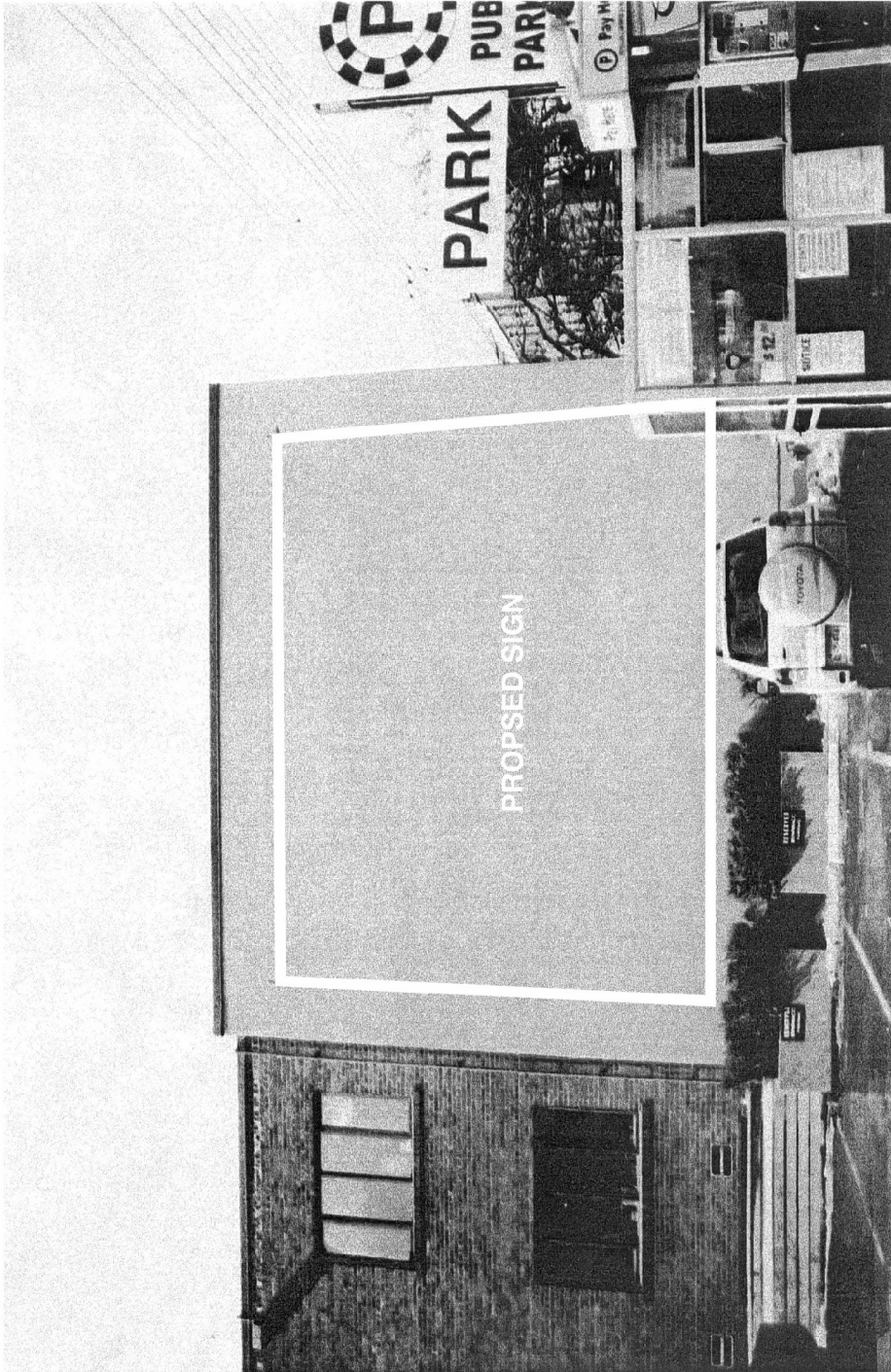
Applicant's Submitted Drawing

Not to Scale
06/26/07

539 King Street West

File # 07_219261

Attachment 2: Proposed Elevation



Proposed Elevation

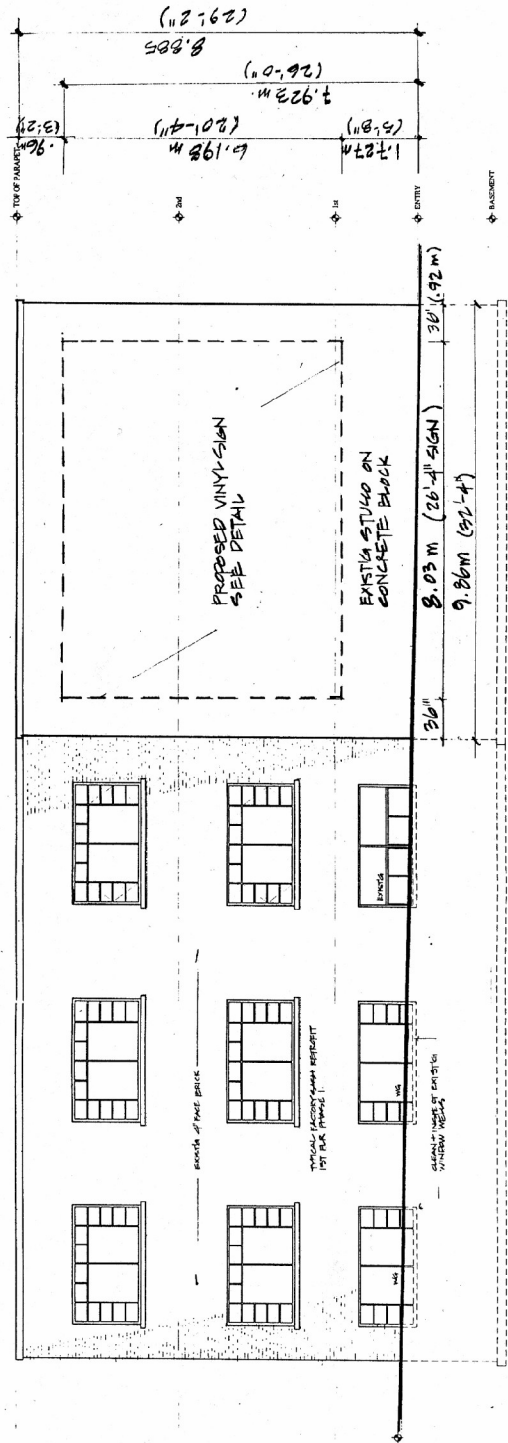
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Attachment 3: East Elevation



539 King Street West

East Elevation

Applicant's Submitted Drawing

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