

**Sign Variance Report
150 York Street**

Date:	November 13, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	07-258521

SUMMARY

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

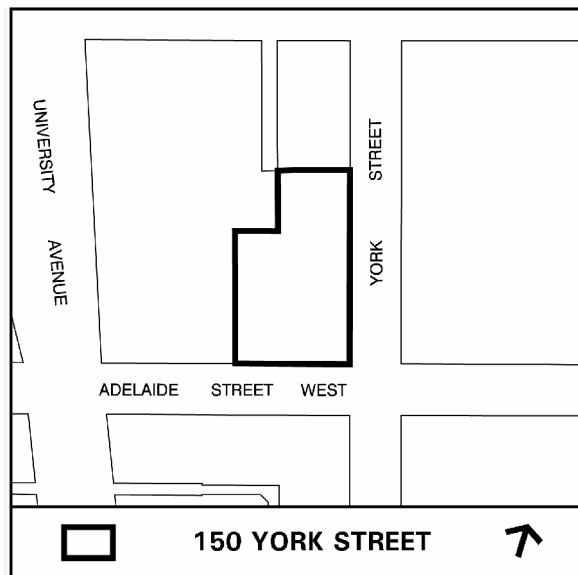
This report reviews and makes recommendations on a request by Joseph Cesaroni of Cesaroni & Son Ltd. on behalf of Oxford Properties, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit an additional sign, for identification purposes, on top of an existing pedestal sign located along the Adelaide Street frontage of the property at 150 York Street.

Staff recommends approval of the application. The variance is 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 requested variance to permit an addition, for identification purposes, on top of an existing pedestal sign located along the Adelaide Street frontage of the



- property at 150 York 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 a variance, 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 on the northwest corner of Adelaide and York Streets in a CR zone. The property contains a multi-storey office building. The applicant is requesting permission to add signage, for identification purposes, on top of an existing pedestal sign located along the Adelaide Street West frontage of the property. The existing pedestal sign is 2.1m wide and 1.32m high with an area of 2.77m². The new add on portion of the sign would be 2.1m wide and 0.38m high with an area of 0.80m². The modified pedestal sign would be 2.1m wide and 1.7m high with a total area of 3.57m².

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 (12) (c)	The pedestal sign set backs 0.89m from the property line.	The 0.89m sign set back from the property line is 1.11m less than the 2.0m sign set back required.

COMMENTS

The 2.0m set back requirement for a ground or pedestal sign is to ensure that streetscape and view corridors are preserved and that sight lines for motorists, cyclists and pedestrians are maintained. In this case, an existing pedestal sign is being modified. A 0.80m² sign is being added on top of the existing pedestal sign. The sign is located in an existing planter box. The add-on portion of the sign is small. It is staff’s opinion that the addition onto the existing pedestal sign would not obstruct the view corridor, or obscure sight lines and it would not adversely impact the property and streetscape.

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

CONTACT

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SIGNATURE

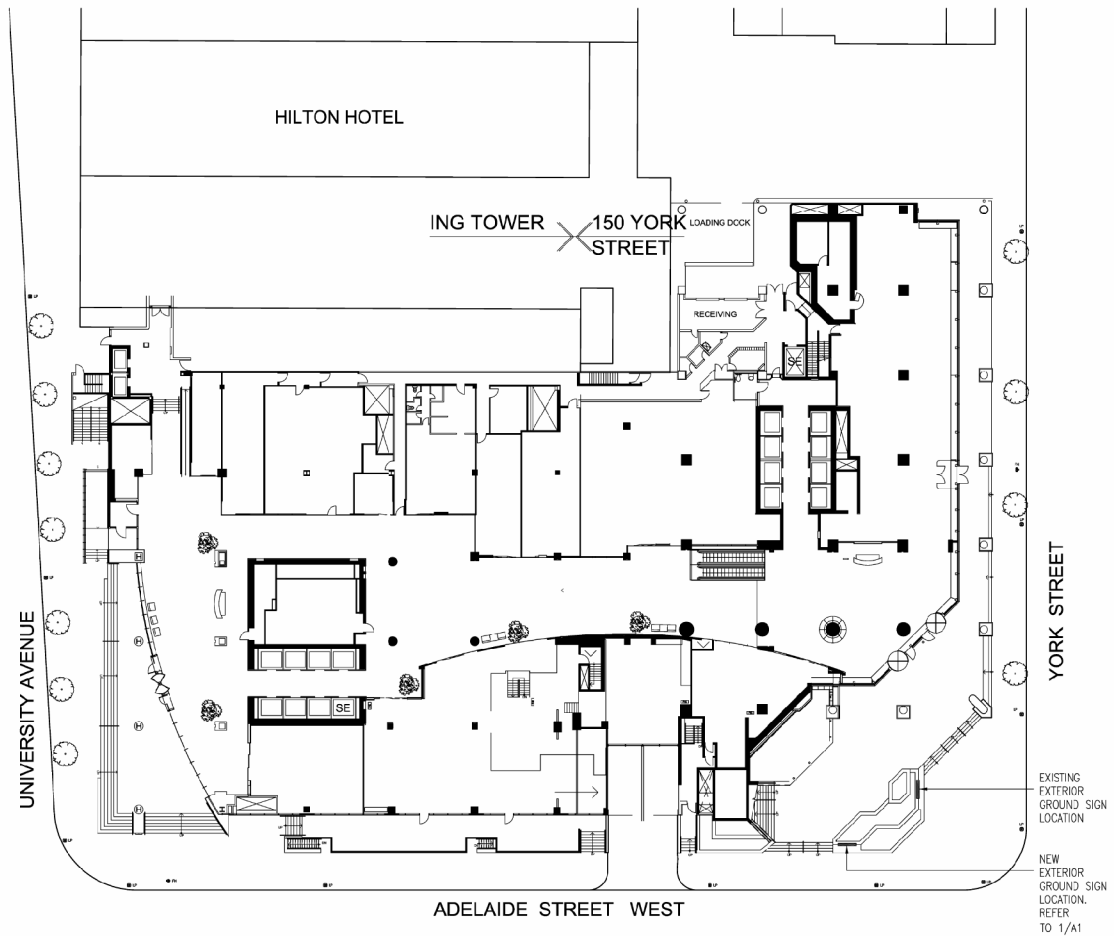
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Locations
Attachment 2: Elevations

Attachment 1: Sign Locations



Sign Locations

150 York Street

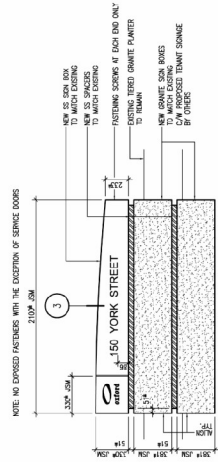
Applicant's Submitted Drawing

Not to Scale
10/23/07

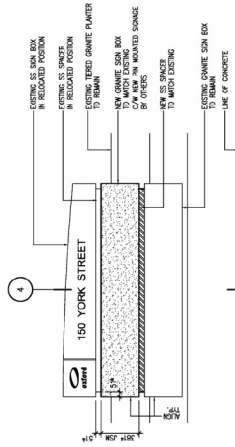


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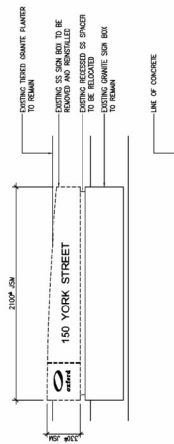
Attachment 2: Elevations



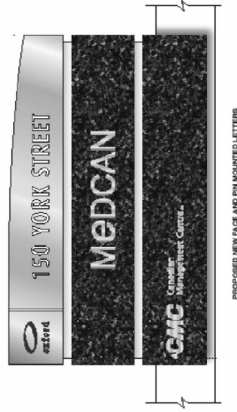
FRONT ELEVATION AT NEW SIGN



FRONT ELEVATION AT MODIFIED SIGN



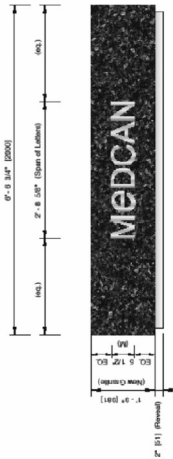
FRONT ELEVATION AT EXISTING SIGN



PROPOSED NEW FACE AND PIN MOUNTED LETTERS



EXISTING GROUND SIGN



Elevations

Applicant's Submitted Drawing

Not to Scale
10/23/07

150 York Street

File # 07_258521