



STAFF REPORT ACTION REQUIRED

Sign Variance Report 96 Spadina Avenue

Date:	January 9, 2008
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-276360

SUMMARY

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

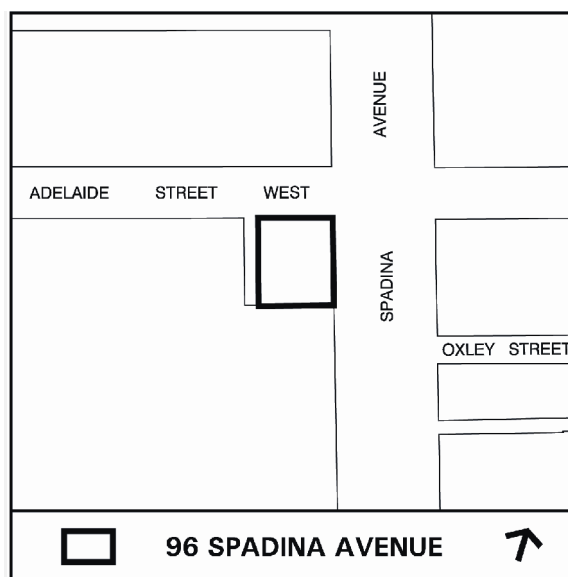
This report reviews and makes recommendations on a request by Winston Chong with Wallman Architects on behalf of BLVD Developments, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for third party advertising purposes, two non-illuminated fascia signs on the north and east elevations of the building at 96 Spadina Avenue.

Staff recommends refusal of the 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 maintain, for third party advertising purposes, two non-illuminated fascia signs on the north and east elevations of the



building at 96 Spadina Avenue.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the southwest corner of Spadina Avenue and Adelaide Street West in an RA zone. The property contains an eight-storey listed historic building. The applicant is seeking permission to maintain, for third party advertising purposes, two non-illuminated fascia signs on the north and east elevations of the building. The sign on the north elevation of the building has an area of 90.40 m² and the sign on the east elevation of the building has an area of 104.79 m².

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 297-10D (5)(f)	The non-illuminated fascia signs, for third party advertising purposes, are located on a listed historic building.	A sign, for third party advertising purposes, is not permitted on a listed historic building
2. Chapter 297-10D (5)(f)	Both fascia signs, for third party advertising purposes, are facing a street.	A fascia sign, for third party advertising purposes, is not permitted to face a street.
3. Chapter 297-10D (5)(g)	The non-illuminated fascia sign on the north elevation of the building has an area of 90.40m ² .	The 90.40 m ² sign area for the fascia sign located on the north elevation exceeds by 65.40m ² , the maximum 25.0m ² sign area permitted.
4. Chapter 297-10D (5)(g)	The non-illuminated fascia sign on the east elevation of the building has an area of 104.79m ² .	The 104.79m ² sign area for the fascia sign located on the north elevation exceeds by 79.79m ² , the maximum 25.0m ² sign area permitted.

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
5. Chapter 297-10E (6)	The fascia signs on the north and east elevations of the building are obstructing or interfering with the windows of the building.	A fascia sign obstructing or interfering with the windows or doors of a building is not permitted.
6. Chapter 297-10F (1)	The fascia sign on the north elevation of the building is located less than 60.0m from other third party signs located in the vicinity.	A third party fascia sign is required to have a minimum separation distance of 60.0m from other third party signs located in the vicinity.
7. Chapter 297-10F (2)	<p>The 90.40m² fascia sign located on the north elevation of the building would be located less than 300m from an existing 70.0m² third party sign located in the vicinity.</p> <p>The 104.79m² fascia sign located on the east elevation of the building would be located less than 300m from an existing 70.0m² third party sign located in the vicinity.</p>	A third party fascia sign having an area of 70.0m ² is required to have a separation distance of 300m from other third party signs of similar size located in the vicinity.

COMMENTS

The building is listed historic and third party signs are not permitted on a listed historic building. The third party fascia signs on the north and east elevations are too large and they are covering several windows on the third and fourth floors of the building. The signs are facing Spadina Avenue and Adelaide Street and the Municipal Code does not permit a third party fascia sign which faces a street. The signs do not meet the required minimum separation distance of 60.0m from other third party signs located in the vicinity. Both signs are larger than 70.0m² in size and they also do not meet the required minimum separation distance of 300m from other third party signs of similar size located in the vicinity.

Staff at the Heritage Preservation Services have reviewed the plans and have advised that the signs are not acceptable.

The signs are significantly larger than the permitted 25.0m² signs in an RA zone. It is staff's opinion that the signs of this size, covering third and fourth floor windows of a listed historic building are not appropriate and would diminish the objectives for quality urban design in this area.

Staff recommends refusal of the application. The variance is major and not within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

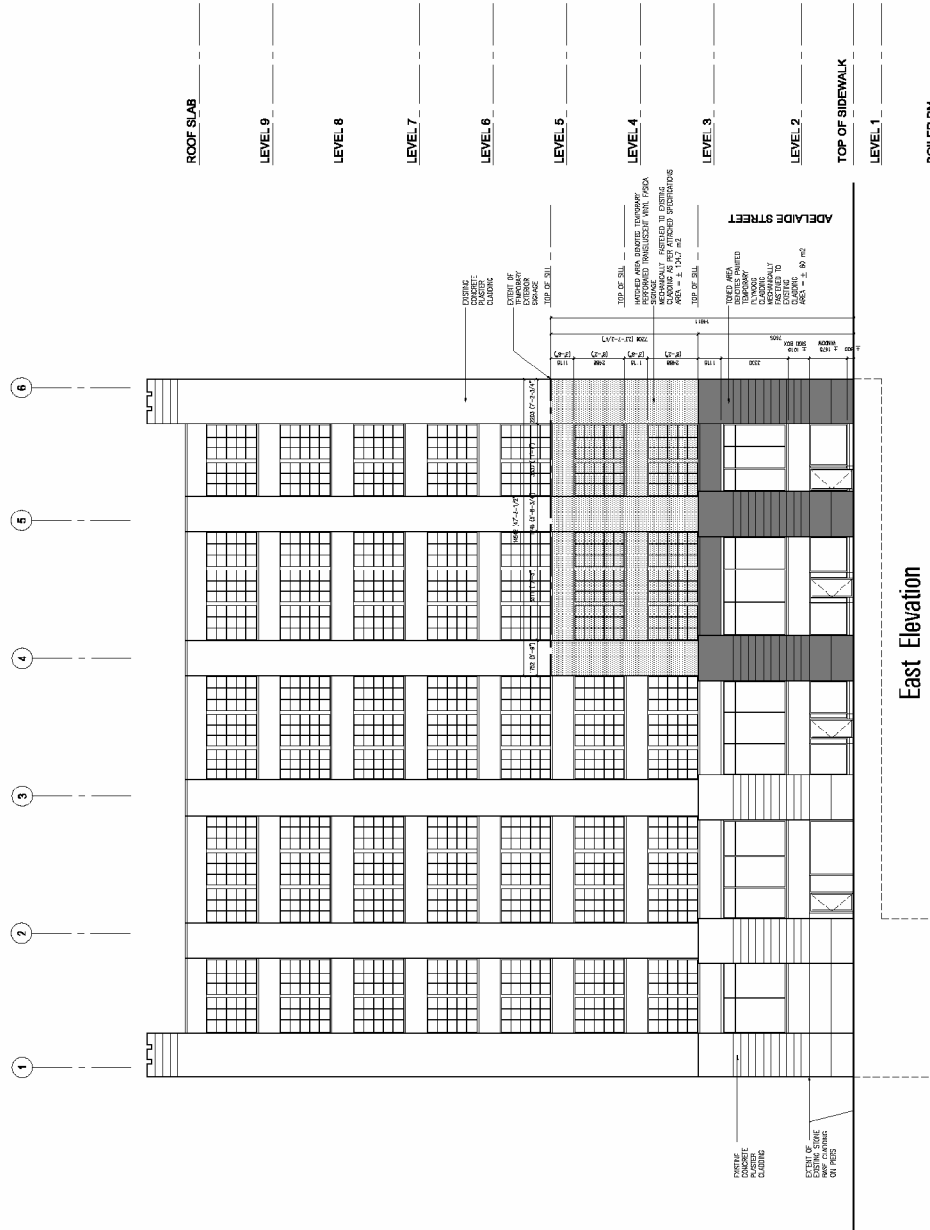
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Elevations
Attachment 4: Sign Details

Staff report for action – Sign Variance Report – 96 Spadina Avenue



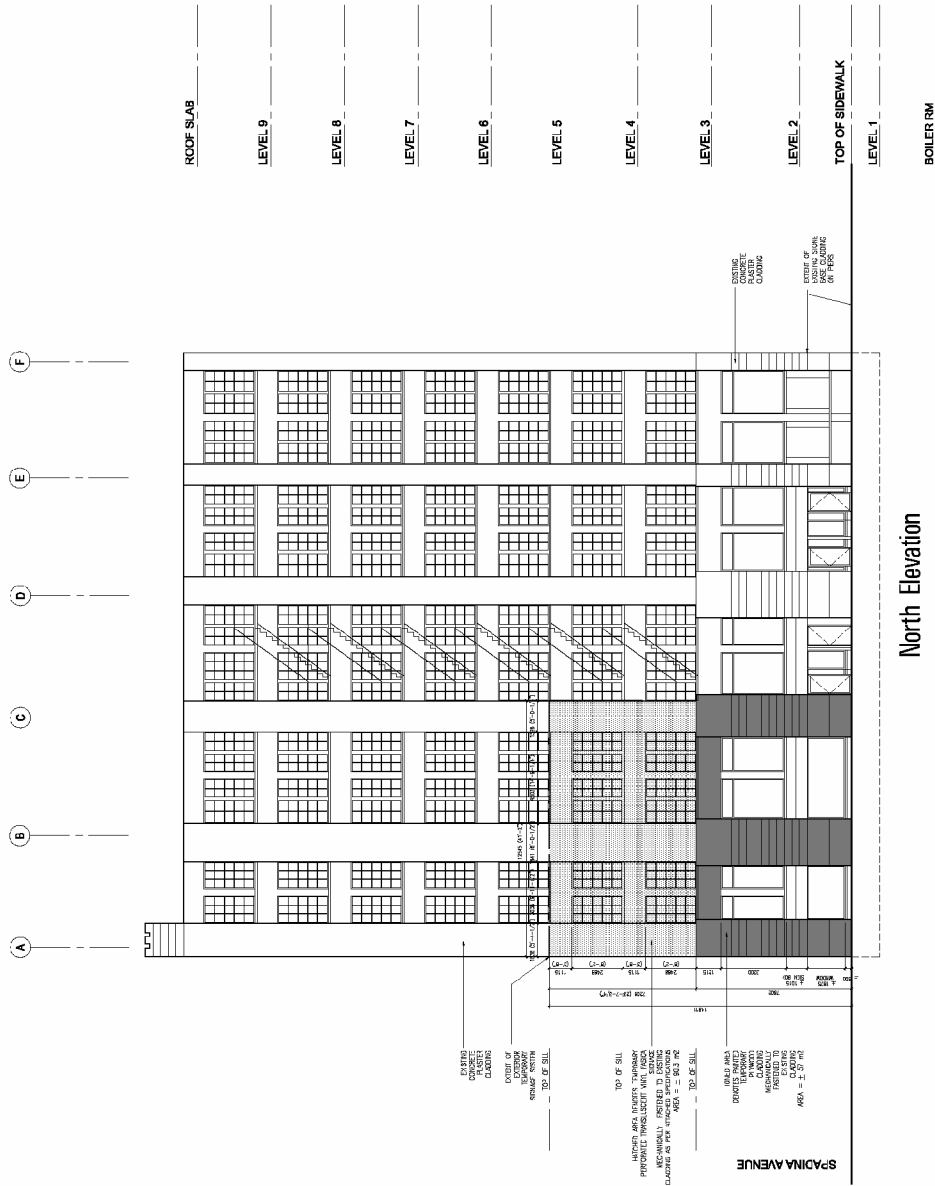
Elevations

Applicant's Submitted Drawing

Not to Scale
11/26/07

96 Spadina Avenue

File # 07_276360



Not to Scale
11/26/07

Attachment 3: Elevations



Elevations

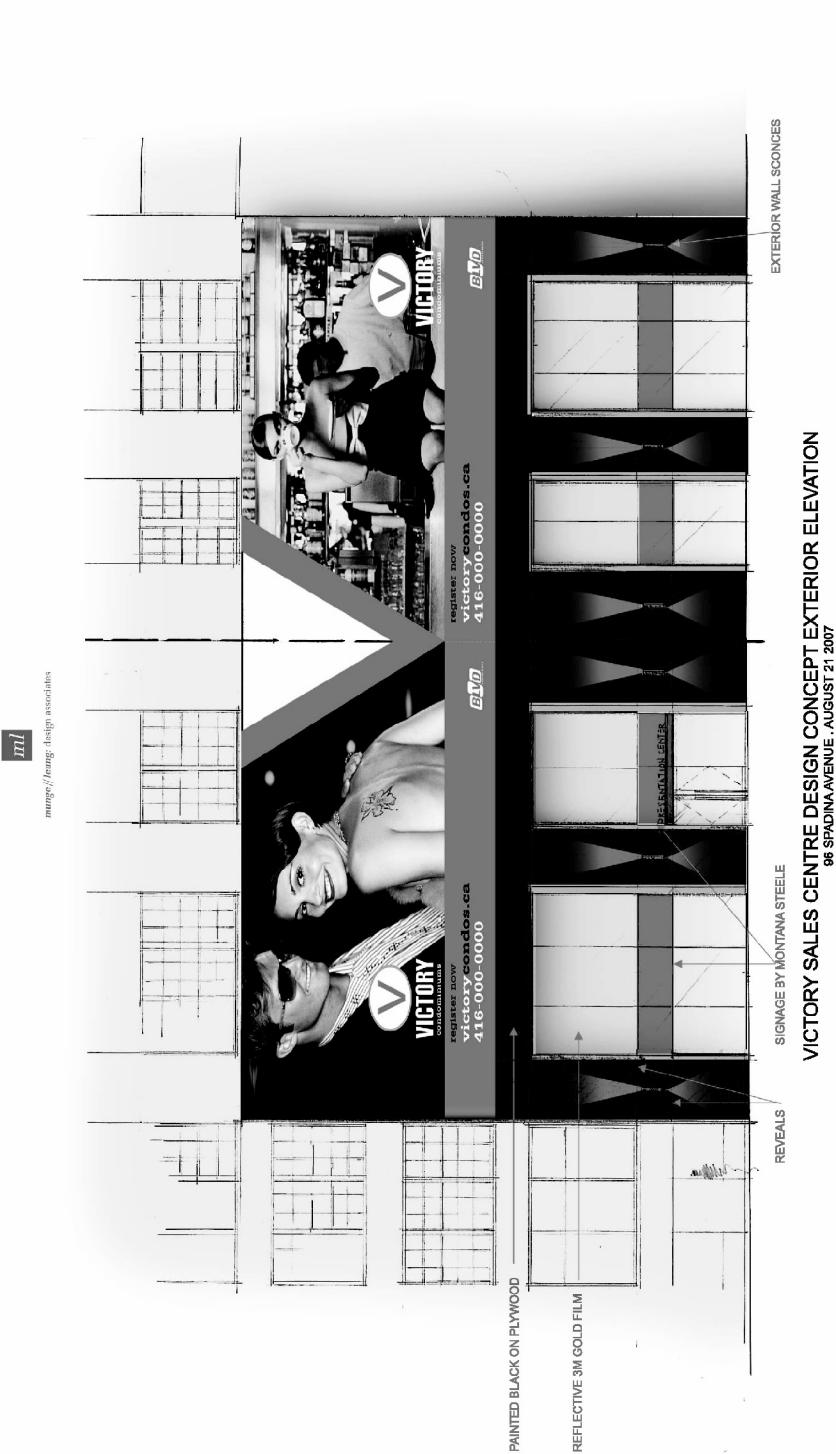
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Attachment 4: Sign Details



Sign Details

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