

**Sign Variance Report  
552 Adelaide Street West**

<b>Date:</b>	March 13, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	07-256271

**SUMMARY**

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

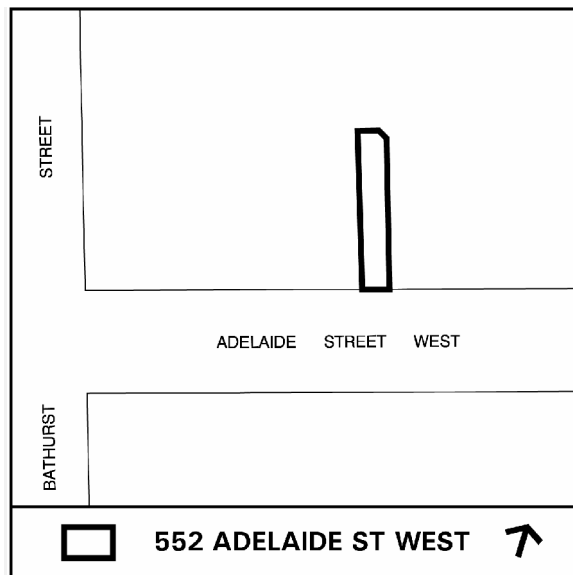
This report reviews and makes recommendations on a request by Matthew Gilas of King Architectural Products, on behalf of Joseph Taylor, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign along the Adelaide Street frontage of the property at 552 Adelaide Street West.

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, for identification purposes, an illuminated ground sign along the Adelaide Street frontage of the property at 552



Adelaide 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 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 just east of Bathurst Street, on the north side of Adelaide Street West in an RA zone. The property contains a two storey building and it is occupied by the Evangel Mission. The applicant is requesting permission to erect, for identification purposes, an illuminated ground sign along the Adelaide Street frontage of the property at 552 Adelaide Street West. The top portion of the sign is 0.65m wide and 3.66m high with an area of 2.38m<sup>2</sup>. The bottom portion of the sign is 1.30m wide and 2.44m high with an area of 3.17m<sup>2</sup>. The overall area of the sign is 5.55m<sup>2</sup>.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10 D(8) (b)	The proposed ground sign would set back 0.20 m from the property line.	The 0.20m set back from a property line is 1.80m less than the required set back of 2.0m.

### **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. Although the sign would not meet the required 2.0m set back from the property line, the sign would set back 3.55m from the street curb line. The building on the abutting property to the east comes out to the street line and the proposed sign would set back 0.20m from the street line. It is staff's opinion that the proposed sign would not obstruct the view corridor, or obscure sight lines.

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**

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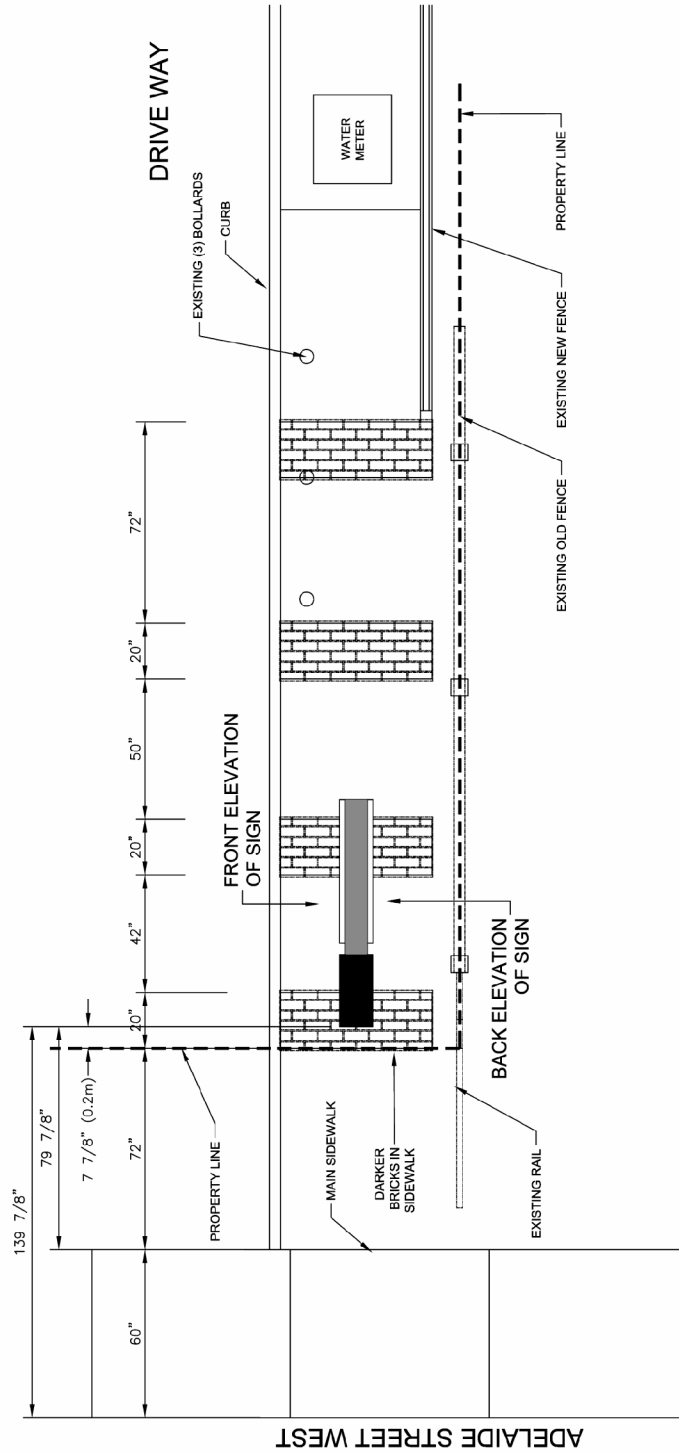
Raymond David, Acting Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Plan View  
Attachment 2: Sign Location  
Attachment 3: Elevation

**Attachment 1: Elevation & Plan View**



**Elevation & Plan View**

Applicant's Submitted Drawing

Not to Scale  
01/29/08

**552 Adelaide Street West**

File # 07\_256271



**Attachment 3: Elevation**



**Elevation**

Applicant's Submitted Drawing

Not to Scale  
01/29/08

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