



## STAFF REPORT ACTION REQUIRED

### Sign Variance - 77 Adelaide Street West, 100 King Street West

<b>Date:</b>	May 12, 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 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	08-112623

### SUMMARY

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

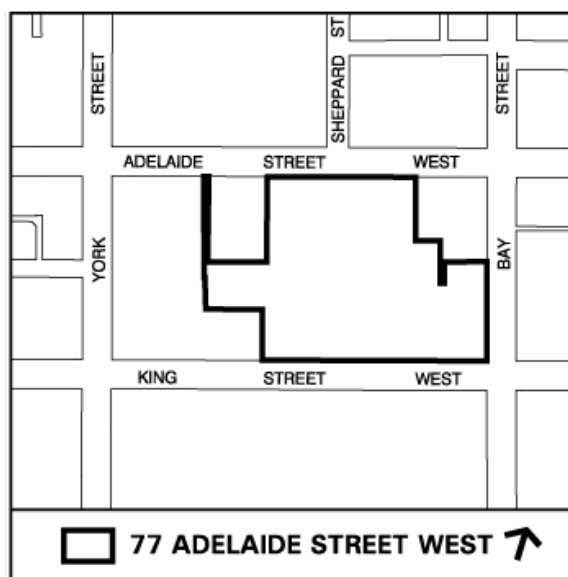
This report reviews and makes recommendations on a request by John David Adam of Zip Signs Ltd., on behalf of Brookfield Properties, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of two existing suspended signs with newly designed suspended signs on the west and north frontages of the building at 77 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, replacement of two existing suspended signs with newly



designed suspended signs on the west and north frontages of the building at 77 Adelaide Street West on condition 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 city block bounded by Bay Street to the east, York Street to the west, Adelaide Street to the north and the King Street to the south and is known as First Canadian Place. The applicant is requesting permission to replace, for identification purposes, two existing suspended signs located over the entrances to the underground parking garage on the west and north frontages of the building. The signs are suspended from the ceiling of the building overhang structure. The replacement sign on the west elevation of the building is 3.0m wide and 1.56m high with an area of 4.68m<sup>2</sup>. The replacement sign on the west frontage of the building would contain an electronic changeable copy panel at the bottom portion of the sign to display parking rates and availability of parking. The changeable copy portion of the sign would be 3.0m wide and 0.25m high with an area of 0.75m<sup>2</sup> and differs from the existing sign. The replacement sign on the north elevation of the building is 1.0m wide and 1.5m high with an area of 1.5qm<sup>2</sup>. This is larger than the existing sign.

The signs do 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>
Chapter 297-10C	To replace two existing suspended signs located over the entrances to the underground parking garage with newly designed suspended signs at the same locations on the west and north frontages of the building.	This type of sign is not defined in the Sign By-law.

### **COMMENTS**

The existing signs are suspended from the ceiling of the overhang portion of the building structure over the entrances to the underground parking and the replacement signs would be located at the same locations on the west and north frontage of the building. While the sign on the west elevation has the appearance of a projecting sign and the sign on the north elevation has the appearance of a fascia sign, these are undefined sign types due to the manner in which they are affixed to the building structure. This generates a technical variance. It is staff's opinion that the signs do not adversely impact the building to which they are attached, surrounding uses or the 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**

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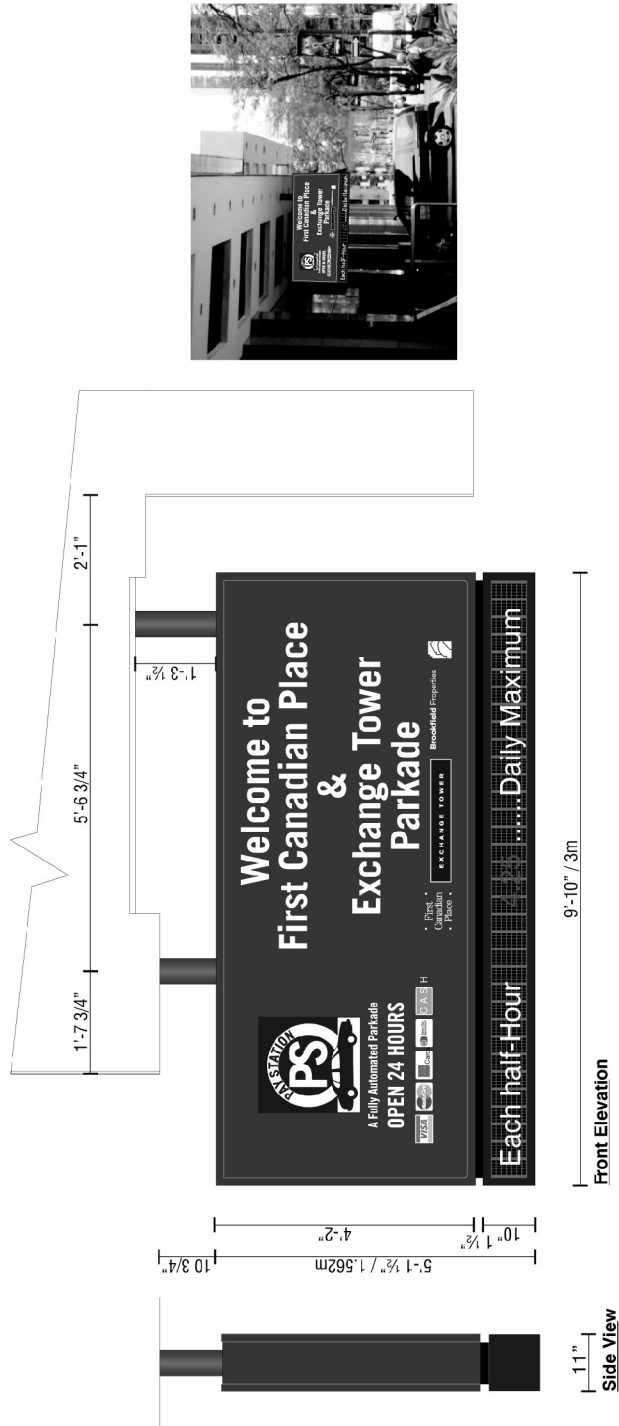
Raymond David, Acting Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevations and Sign Details  
Attachment 2: Elevations and Sign Details

## Attachment 1: Elevations and Sign Details



### Elevations and Sign Details

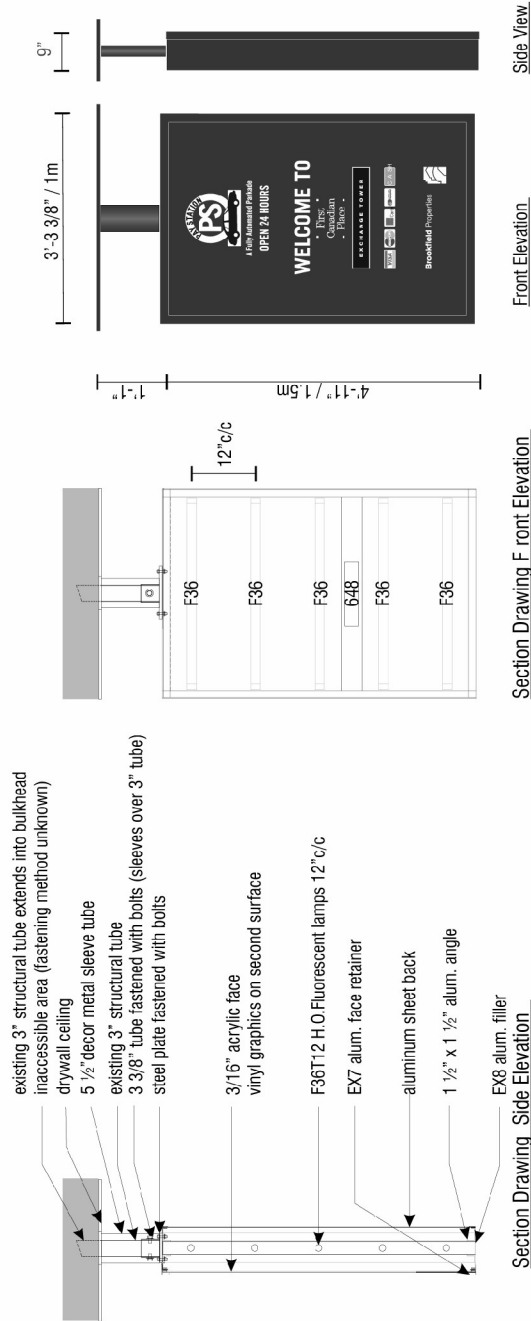
77 Adelaide Street West

Applicant's Submitted Drawing

Not to Scale  
04/21/08

File # 04\_112623

## Attachment 2: Elevations and Sign Details



### Elevations and Sign Details

Applicant's Submitted Drawing

Not to Scale  
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77 Adelaide Street West

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