

**Sign Variance - 358 Adelaide Street West**

<b>Date:</b>	September 19, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 20 - Trinity-Spadina
<b>Reference Number:</b>	2008TE023

**SUMMARY**

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

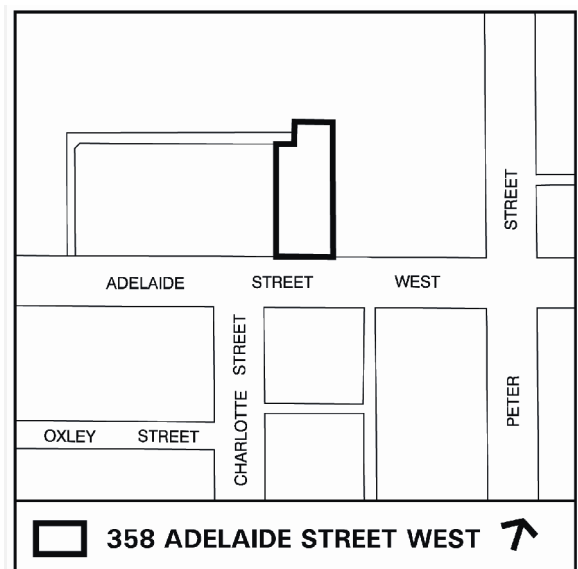
This report reviews and makes recommendations on a request by Richard Dixon of Metro Signs, on behalf of Allied Properties for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two non-illuminated projecting signs on the south elevation of the building at 358 Adelaide Street West.

Staff recommends approval of the application subject to the conditions described in this report and contained in the recommendations. The variances are minor and within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, two non-illuminated projecting sign on the



south elevation of the building, conditional upon removing the two existing projecting banner signs located on the south elevation of the building at 358 Adelaide Street West, prior to issuance of sign permits;

2. At the time of Building Permit application, sign permits will be subject to approval by the Manager of Heritage Preservation Services for the design and method of attachment; and
3. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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**

This listed historic property is located just east of Spadina Avenue, on the north side of Adelaide Street West in a RA Zone. The property contains a five storey commercial building. There are two existing non-illuminated banner signs located at the second floor level, on the south elevation of the building. The applicant is seeking permission to install, for identification purposes, two non-illuminated projecting signs at the second floor level, on the south elevation of the building. Each projecting sign is 0.89m wide and 3.66m high with an area of 3.26m<sup>2</sup>. The aggregate area of the two proposed projecting signs would be 6.52m<sup>2</sup>. The signs would project 1.0m over the public walkway.

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 297-10D(14)(c)	The two proposed projecting signs would have an aggregate area of 6.52m <sup>2</sup> .	The 6.52m <sup>2</sup> aggregate area of the two proposed projecting signs would exceed by 4.21m <sup>2</sup> , the maximum 2.31m <sup>2</sup> aggregate area permitted.

**COMMENTS**

The permitted aggregate area for the projecting signs is based upon the frontage the business unit has on the street. Each sign is 0.89m wide and 3.66m high with an area of 3.26m<sup>2</sup>. The signs would have an aggregate area of 6.52m<sup>2</sup>. The 6.52m<sup>2</sup> aggregate area of the signs would exceed by 4.21m<sup>2</sup>, the maximum 2.31m<sup>2</sup> aggregate sign area permitted. The proposed non-illuminated projecting signs are sized, designed and positioned to blend in well with the building façade. It is staff’s opinion that the signs would not adversely impact the building, surrounding uses or the streetscape.

Staff at the Heritage Preservation Services have reviewed the plans and have advised that they have no objection to the proposed projecting signs.

Staff recommends approval of the application conditional upon removing the two existing projecting banner signs on the south elevation of the building, prior to applying for the sign permits. 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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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

(IBMS Folder #: 08-164739 ZSV 00 ZR) – aa

## **ATTACHMENTS**

Attachment 1: Sign Details 1  
Attachment 2: Sign Details 2

# Attachment 1: Sign Details 1



<b>METRO SIGNS &amp; GRAPHICS</b> 40 Bradwick Dr. #16 Concord, L4K1K9 Tel: 905-532-1490 Fax: 905-532-1491	<b>Client:</b> High Road Communications <b>Address:</b> 358 Adelaide (Toronto)	REVISED JULY 09, 2008	<b>DATE:</b> July 09, 2008
	<b>Contact:</b> Richard		

## Sign Details 1

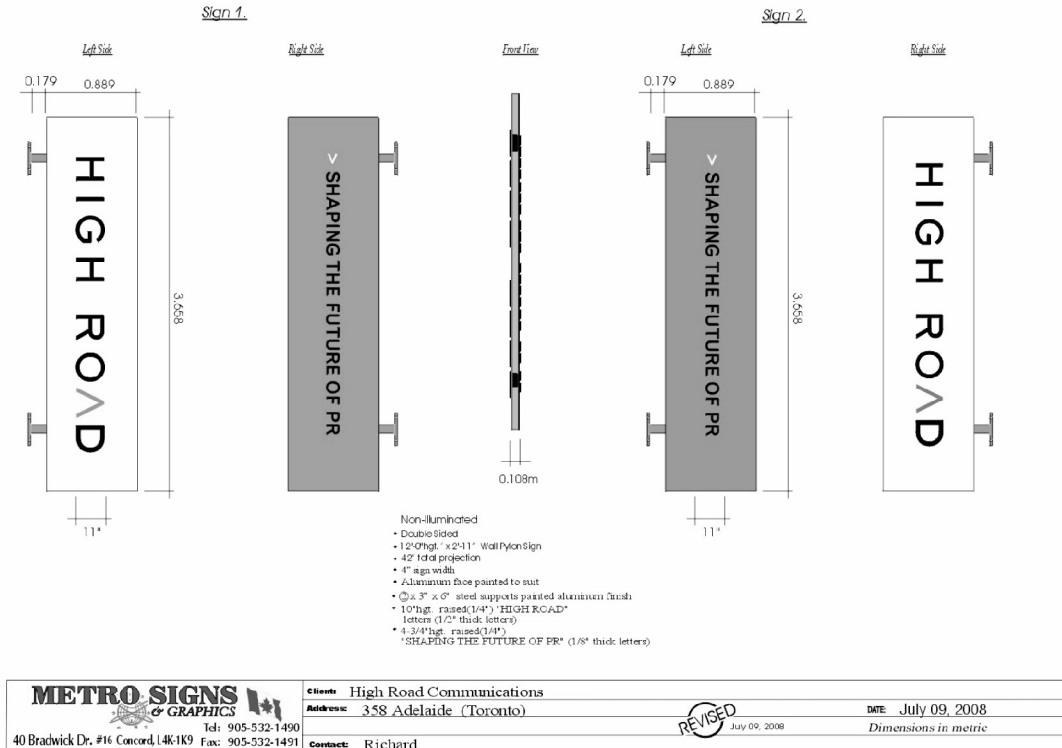
Applicant's Submitted Drawing

Not to Scale  
08/27/08

## 358 Adelaide Street West

File # 08\_164739

## Attachment 2: Sign Details 2



### Sign Details 2

Applicant's Submitted Drawing

Not to Scale  
08/27/08

**358 Adelaide Street West**

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