

**Sign Variance Report  
27 Front Street East**

<b>Date:</b>	December 7, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	28 – Toronto-Centre Rosedale
<b>Reference Number:</b>	07-253677

**SUMMARY**

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

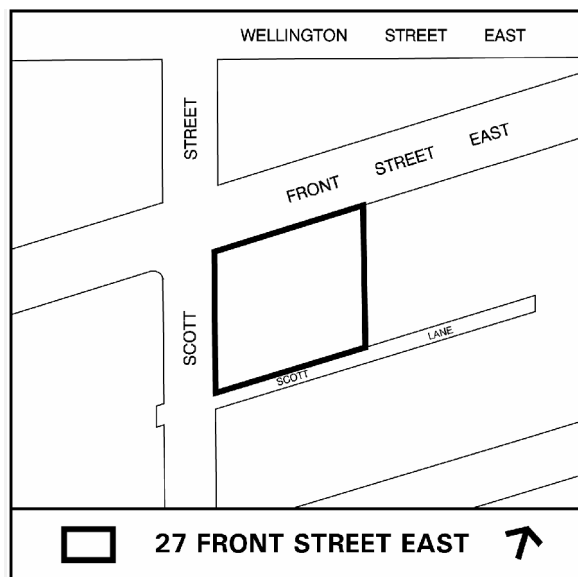
This report reviews and makes recommendations on a request by James Roe with St. Lawrence Centre for the Performing Arts, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia signs on the west elevation of the building at 27 Front Street East.

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 variances to permit, for identification purposes, an illuminated fascia sign on the west elevation of the building at 27 Front



Street East 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 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**

The property known as the St. Lawrence Centre for the Arts is located east of Yonge Street at the southeast corner of Front Street East and Scott Street in a CR zone. The Centre has gone through a major renovation and in 2006 City Council had approved a sign variance application to replace existing identification signage with newly designed signs on the north and west elevations of the building. This new proposal is to erect, for identification purposes, an illuminated fascia sign on the west elevation of the building. The proposed fascia sign is 5.87m wide and 2.41m high with an area of 14.15m<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>
Chapter 297-10DE (5)(d)	<p>The proposed fascia sign is 5.87m wide and 2.41m high with an area of 14.15m<sup>2</sup>.</p> <p>The aggregate area of the proposed fascia sign and the existing fascia signs at the second storey level on the west elevation of the building would be 122.90m<sup>2</sup>.</p>	<p>The 122.90m<sup>2</sup> aggregate signage area at the second storey level on the west elevation would exceed by 81.47m<sup>2</sup>, the maximum 41.43 m<sup>2</sup> signage area permitted (based on 0.15 times the area of the building face of the second storey of the building).</p>

### **COMMENTS**

The variance is required because the aggregate area of the proposed and the existing fascia signs at the second storey level on the west elevation of the building exceeds the permitted area. In this case, the proposed sign would display the names of various programs, events and shows taking place in this building. Although the aggregate area of the proposed and existing fascia signs at the second storey level would exceed the permitted aggregate area, it is staff's opinion that the west elevation of the building is large enough and orientated in such a manner so as to accommodate the proposed sign without any adverse impact on the building, 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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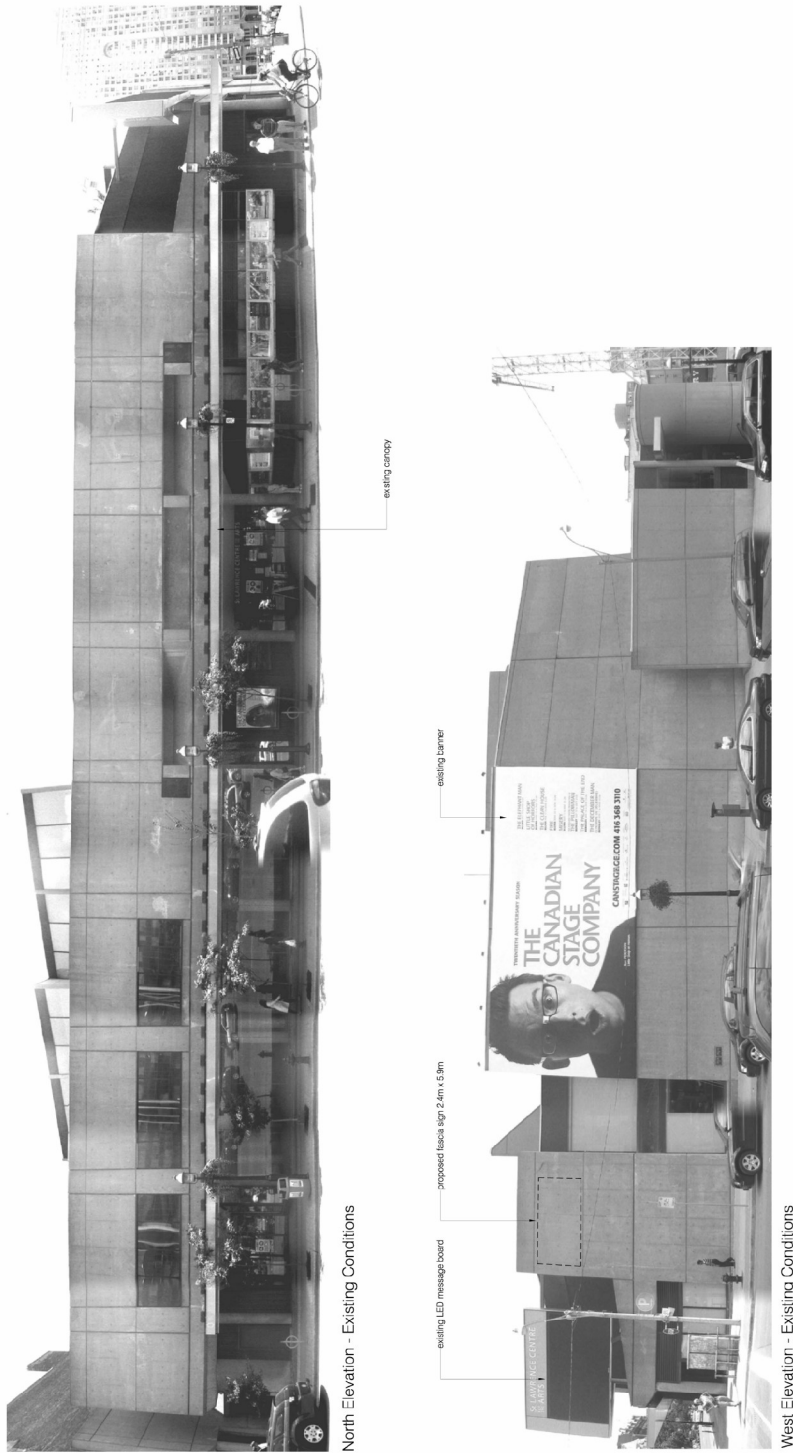
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevations-Existing  
Attachment 2: West Elevation-Proposed

# Attachment 1: Elevations-Existing



27 Front Street East

**Elevations- Existing**

Applicant's Submitted Drawing

Not to Scale  
11/26/07

File # 07\_253677

