

**Sign Variance Report  
550 Adelaide Street East**

<b>Date:</b>	November 22, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	07-276562

**SUMMARY**

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

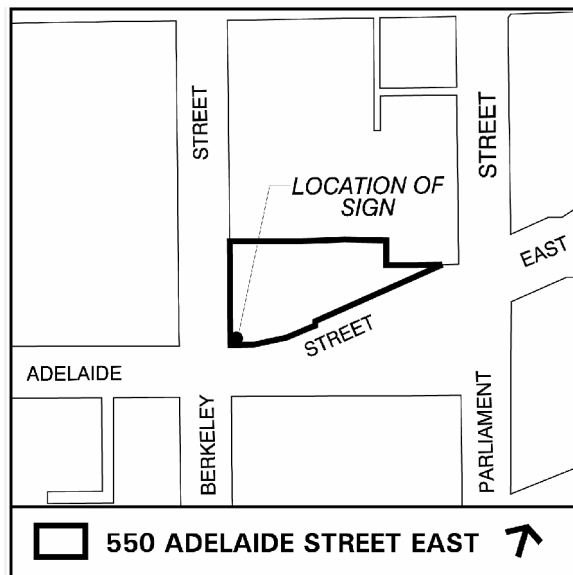
This report reviews and makes recommendations on a request by Dominic Rotundo, with Pattison Sign Group, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, replacement of an illuminated ground sign with a newly designed illuminated ground sign, at the southwest corner of the property at 550 Adelaide Street East.

Staff recommends approval of the application. The variances are 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, replacement of an illuminated ground sign with a newly designed illuminated ground



sign, at the southwest corner of the property at 550 Adelaide 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 is located on the northeast corner of Adelaide Street East and Berkeley Street in a RA zone. The property was occupied by a Nissan Auto Dealership for several years and now it is being occupied by a Volkswagen Dealership. The applicant is requesting permission to erect, for identification purposes, an illuminated “Volkswagen” ground sign at the southwest corner of the property. The proposed illuminated “Volkswagen” ground sign would replace an illuminated Nissan ground sign that was approved by the City Council in 2003. The proposed illuminated ground sign is 1.82m wide and 1.44m high with an area of 2.62m<sup>2</sup>. The height from grade to the top of sign is 6.56m. The vertical clearance from grade to the bottom of the sign is 4.12m.

The sign does 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 (8) (b)-Qualifications	The sign would set back 0.0m from the property line.	The proposed 0.0m sign set back would be 2.0m less than the required 2.0m set back from the property line.
1. Chapter 297-10D (8) (b)-Qualifications	The sign would set back less than one metre from the intersection of two property lines.	The proposed set back from the intersection of two property lines would be at least 5.0m less than the required 6.0m set back from the intersection of two property lines.

**COMMENTS**

The 2.0m set back requirement from a property line and 6.0m set back requirement from the intersection of two property lines of a corner lot, for a ground or pedestal sign are to ensure that view corridors are preserved and that sight lines for motorists, cyclists and

pedestrians are maintained. In this case, the proposed sign is a replacement sign, and because the building is built up to the property line, there is no opportunity to set the sign back further. Although the sign would not meet the set back requirements, the location of the sign and the 4.15m vertical clearance from grade to the bottom of the sign insures that the sign would not meaningfully obstruct the view corridor, or obscure sight lines. It is staff's opinion that the sign at this location would have a minimal adverse impact.

Staff recommends approval of the application. The variances are 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  
Attachment 2: Sign Details

## Attachment 1: Elevations



BEFORE



AFTER

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### Elevations

Applicant's Submitted Drawing

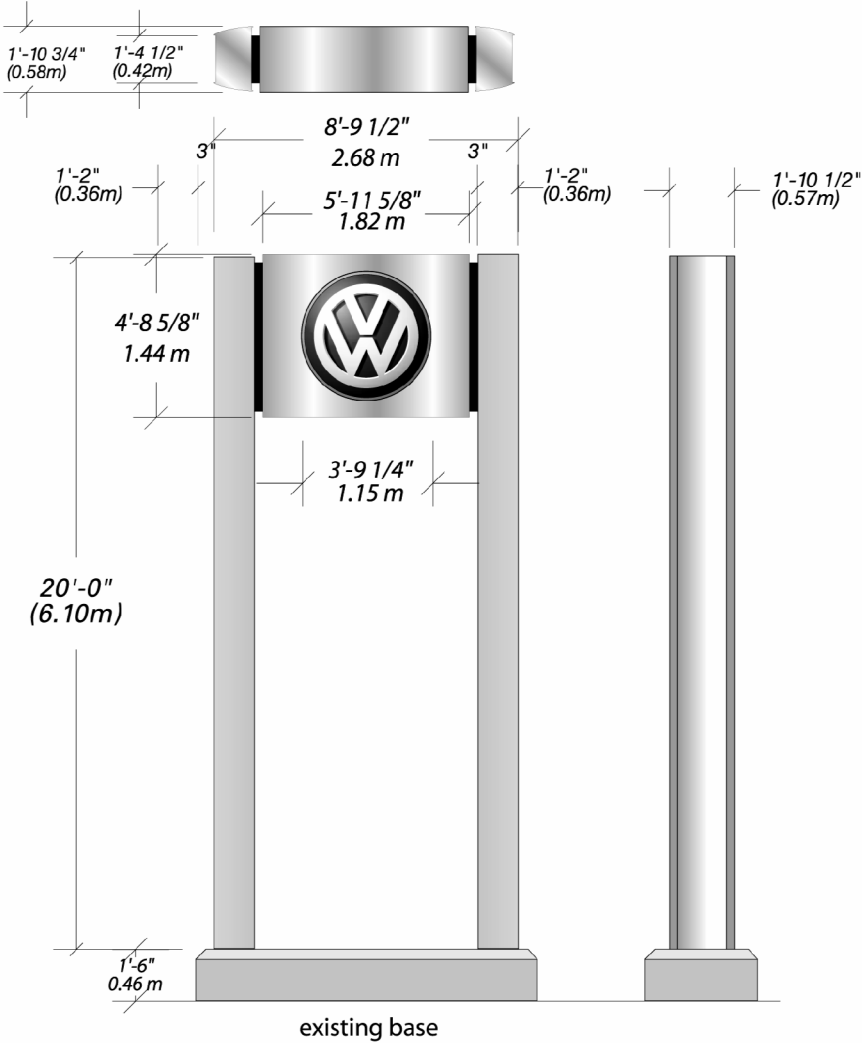
Not to Scale  
11/27/07

### 550 Adelaide Street East

File # 07\_276562

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**Attachment 2: Sign Details**



**Sign Details**

**550 Adelaide Street East**

Applicant's Submitted Drawing

Not to Scale  
11/27/07

File # 07\_276562