

Sign Variance - 300 Front Street West

Date:	October 14, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 - Trinity-Spadina
Reference Number:	2008TE041

SUMMARY

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

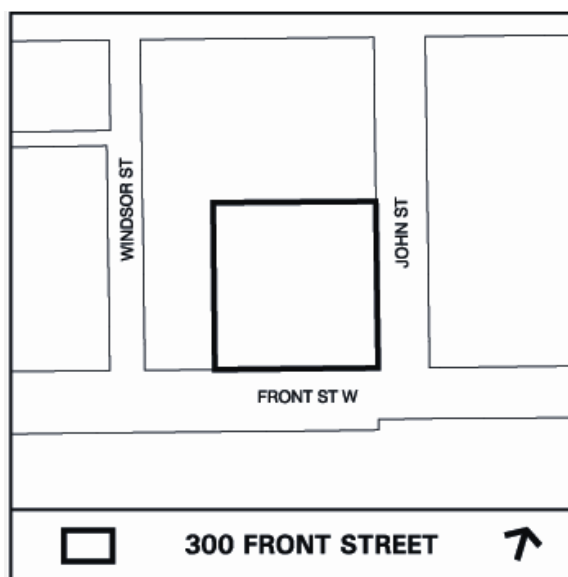
This report reviews and makes recommendations on a request by Melissa Cristofoli of Deltera Inc. on behalf of 1679207 Ontario Ltd. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated ground sign along the north frontage of the property at 300 Front Street West.

Staff recommends approval of the application on condition that sign is permitted for a period of only one year from the date of approval by the Toronto and East York Community Council. The variance is 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 variance to permit, for identification purposes, a non-illuminated ground



- sign along north frontage of the property at 300 Front Street West, on condition that sign is permitted for a period of only one year from the date of approval by the Toronto and East York Community Council; 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 at the northwest corner of John Street and Front Street West in a RA zone. Currently, the property is being used as a public parking lot. The adjacent property to north is currently being used as a Hydro Transformer Sub-Station by Toronto Hydro. Deltera Inc intends to build a multi-storey high rise residential condominium building on this site. The applicant is requesting permission to install, for the purpose of marketing the sale of residential units in the proposed building, a large non-illuminated ground sign along the north frontage of the property. The proposed non-illuminated ground sign is 36.58m wide and 6.1m high with an area of 223.14m². The sign would hide the visibility of hydro transformers and hydro wires visible from the property at 300 Front Street West.

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
Chapter 297-10D (8)	The proposed ground sign would have an area of 223.14m ² .	The 223.14m ² sign area would exceed by 198.14m ² , the maximum 25.0m ² sign area permitted.

COMMENTS

The area and height of signs is regulated in order to prevent their adverse impact on the property where they are located, surrounding uses and the streetscape. The proposed sign is well designed and would be located along the north property line. The adjacent property to the north is occupied by a Toronto Hydro Transformer sub-station and the proposed sign would help block the hydro transformers in this very busy tourist area. Normally, staff would have not recommend approval of a large ground sign, however, the sign is well designed and positioned, non-illuminated and any approval is temporary for a period of only one year.

It is staff's opinion that the proposed ground sign at this location do not obstruct the view corridor, or obscure sight lines and it would not adversely impact the streetscape.

Staff recommends approval of the application on condition that the sign is approved for a period of one year from the date of approval by the Toronto and East York Community Council. The variance is minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Signage and Elevation
Attachment 3: Signage and Elevation

Attachment 1: Elevation



Elevations

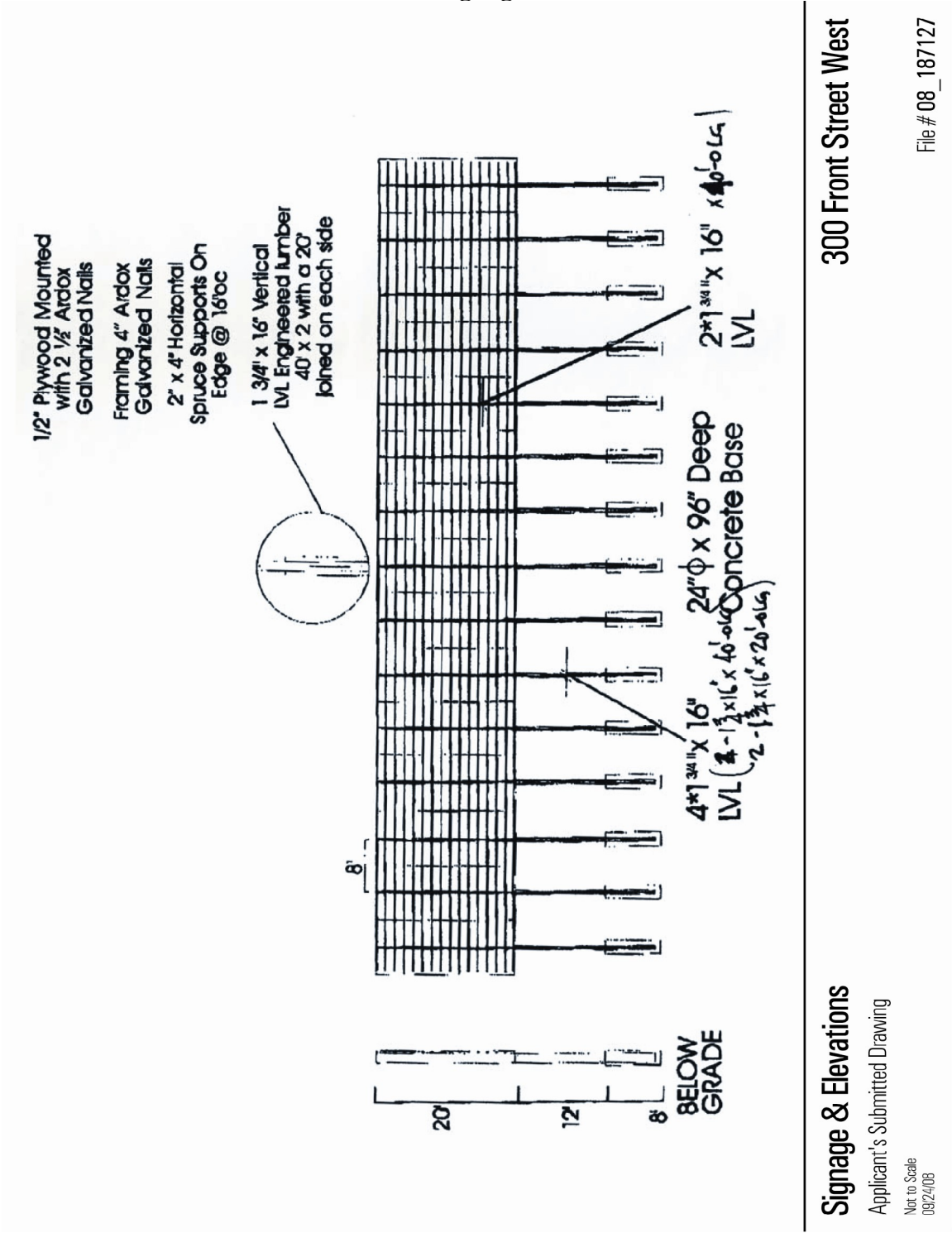
300 Front Street West

Applicant's Submitted Drawing

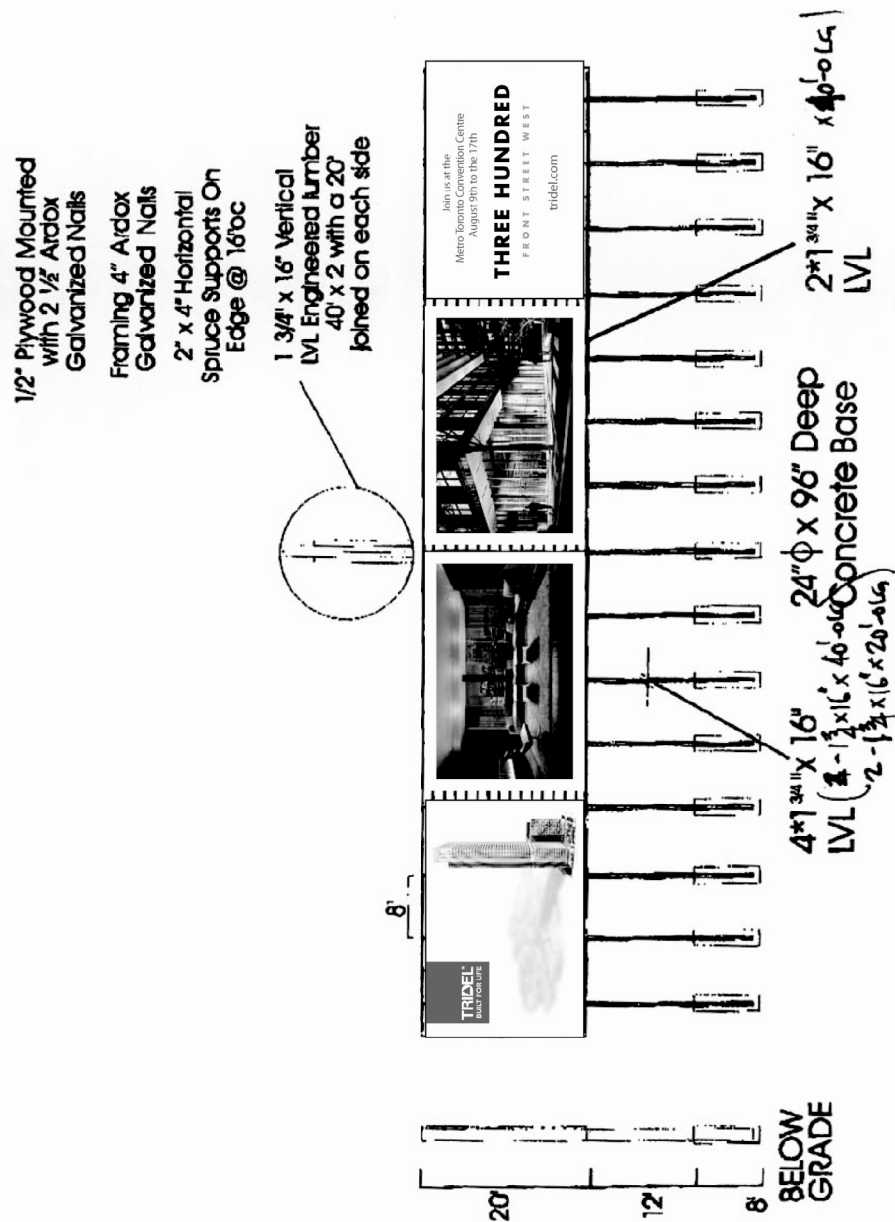
Not to Scale
09/24/08

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Attachment 2: Signage and Elevation



Staff report for action – Sign Variance – 300 Front Street West



Signage & Elevations

Applicant's Submitted Drawing

Not to Scale
09/24/08

300 Front Street West

File # 08_187127