

Sign Variance - 345 Adelaide St W

Date:	January 27, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE017

SUMMARY

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

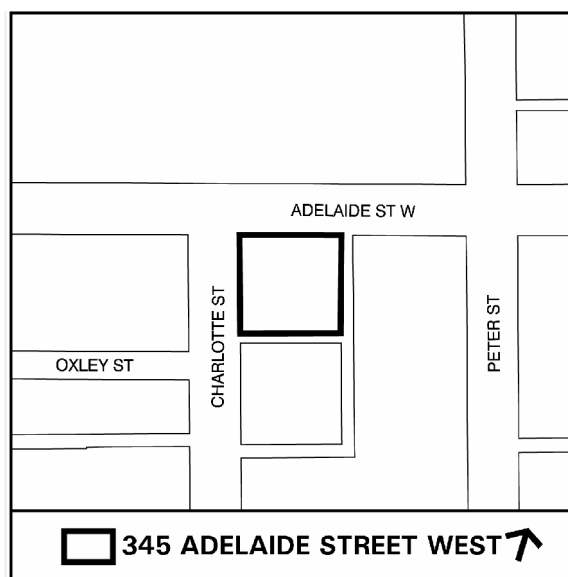
This report reviews and makes recommendations on a request by Madiha Khan on behalf of Great Gulf Homes for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal code to maintain, for third party advertising purposes, two non-illuminated fascia signs and two non-illuminated projecting signs on the north elevation of the building and nine non-illuminated fascia signs and one non-illuminated projecting sign on the west elevation of the building at 345 Adelaide Street West.

Staff recommends refusal of the application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council refuse the request for variances to maintain, for third party advertising purposes, two non-illuminated fascia signs and two non-illuminated projecting



signs on the north elevation of the building and nine non-illuminated fascia signs and one non-illuminated projecting sign on the west elevation of the building at 345 Adelaide Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located east of Spadina Avenue on the southeast corner of Adelaide Street West and in a CR zone. The property contains a seven-storey listed historic building. The applicant is seeking permission to maintain, for third party advertising purposes, two non-illuminated fascia signs and two non-illuminated projecting signs on the north elevation of the building and nine non-illuminated fascia signs and one non-illuminated projecting sign on the west elevation of the building at 345 Adelaide Street West.

The signs do 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 297-10 E	All fascia signs located on the east and west elevation of the building are obstructing or interfering with the windows on the north and west elevations of the building.	A sign obstructing or interfering with a window or door of a building is not permitted.
2. Chapter 29710 D (5)(f)	The third party signs located on the north and west elevations of the building are facing a street.	A third party fascia sign that faces a street is not permitted.
3. Chapter 297-10 F (1)	The signs would be located less than 60.0m from other 3 rd party signs located in the vicinity.	A third party sign is required to have a minimum separation distance of 60.0m from other third party signs located in the vicinity.

COMMENTS

The first variance is required because the fascia signs located at the second floor level on the north and west elevations of the building, are obstructing or interfering with the windows of a building. The pattern of windows is part of basic architectural integrity of a building and involves a two-way relationship-being able to see inside as well as to see out. Staff sees no rationale for recommending approval of variances that would set a pattern of allowing windows of a building to be covered up, expressly contrary to the original intent of the Municipal Code.

The second variance is required because a third party fascia sign that faces a street is not permitted. In this case all fascia signs are facing a street. The intent of the by-law is to protect the business tenants in the building without forcing them to compete with the advertising industry for their signage. With respect to the third variance, the signs do not meet the required 60.0m separation distance from other third party signs located in the vicinity.

The building is a listed heritage building and the signs are intrusive for the architectural features of heritage significance. Also, a third party sign on a listed heritage building is not permitted. Staff at Heritage Preservation Services have reviewed the application and have advised that the signs as erected on this listed heritage building are not acceptable.

These signs have all been erected without the benefit of a permit and are in violation of the by-laws as noted in the above variances. Municipal Licensing and Standards Division have an active file under which they have issued a Notice of Violation. Depending on the outcome of this application, the signs will either become legal and the necessary permits will have to be applied for and issued or the City will peruse appropriate legal action.

Staff is of the opinion that the signs located on the north and west elevations of the building as erected are too numerous and as such, staff recommends refusal of this application. The requested variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
Tel. No. 416-392-7209
Fax No. 416-392-7536
E-mail: ngirdhar@toronto.ca

SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Elevation
Attachment 2: Elevations

Attachment 1: Elevation



Elevation

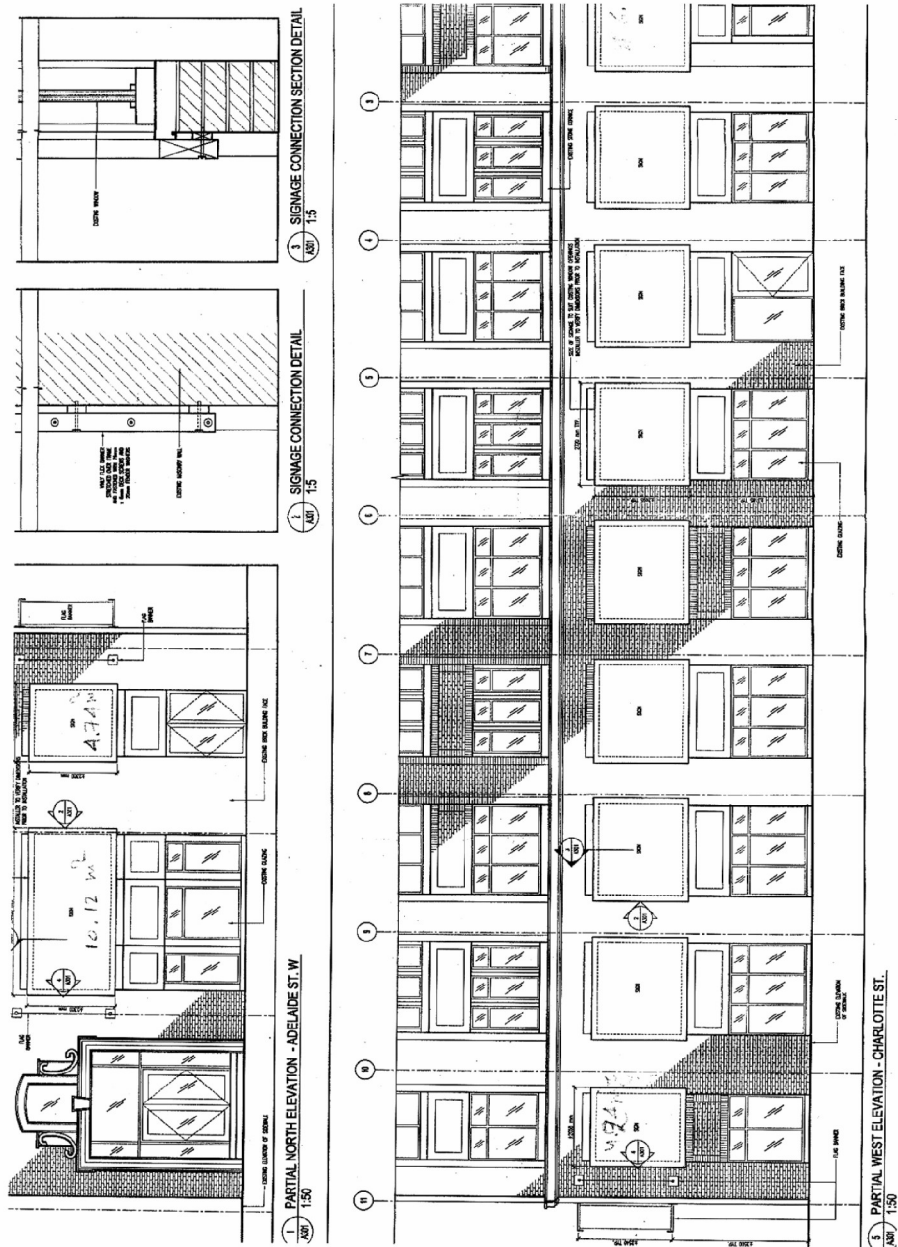
345 Adelaide Street West

Applicant's Submitted Drawing

Not to Scale
01/16/09

File # 08_182757

Attachment 2: Elevations



Elevations
Applicant's Submitted Drawing
Not to Scale
01/16/09

345 Adelaide Street West

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