

Sign Variance - 300 Adelaide St E

Date:	February 12, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE016

SUMMARY

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

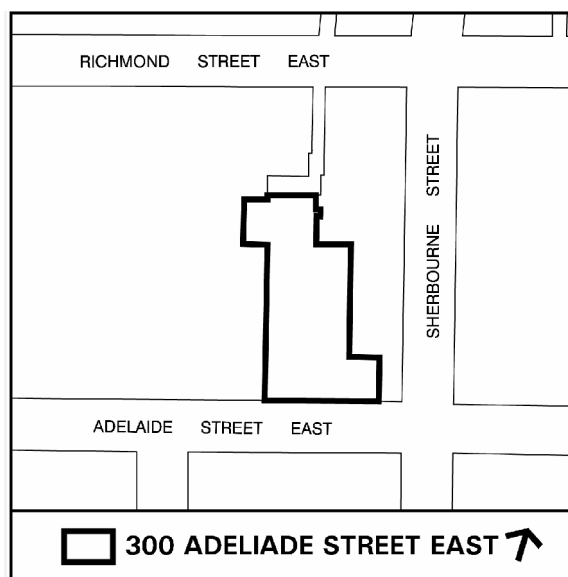
This report reviews and makes recommendations on a request by Stephanie South on behalf of George Brown College, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code and from Former Metropolitan Toronto By-law 118–Section 2(a) (1) to permit a first party non-illuminated projecting sign to the east side of main entrance at 300 Adelaide Street East.

Staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

Toronto Building recommends that:

1. Toronto and East York Community Council approve the requested variances to permit, for identification purposes, a non-illuminated projecting sign to the east side of main entrance at 300 Adelaide Street East; and
2. Toronto and East York Community



Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, 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 east of Jarvis Street, on the north side of Adelaide Street east in a CR zone. The property contains a three-storey building which is being occupied by George Brown College. The proposal is to erect a first party non-illuminated projecting sign, on east side of the main entrance, on the south elevation of the building at 300 Adelaide Street East. The proposed projecting sign is 0.99m wide and 1.93m high with an area of 1.91m². The sign would project 0.99m from the building face (see attached graphics).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code and from Former Metropolitan Toronto By-law 118 – Section 2(a)(1) in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. The Former Metropolitan Toronto By-law No. 118 – Section 2(a)(1) as amended	The proposed sign would project 0.99m from the building face to over the public side walk.	The 0.99m sign projection over the public side walk would exceed by 0.54m, the maximum 0.45m sign projection permitted.

COMMENTS

The variance is required because the 0.99m sign projection over the public walkway would exceed by 0.54m, the maximum 0.45m sign projection permitted. Although, the sign projection is more than permitted, it is consistent with many other existing projecting signs in this part of Adelaide Street East. It is staff's opinion that the sign projection at this level of the building would not adversely impact 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

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
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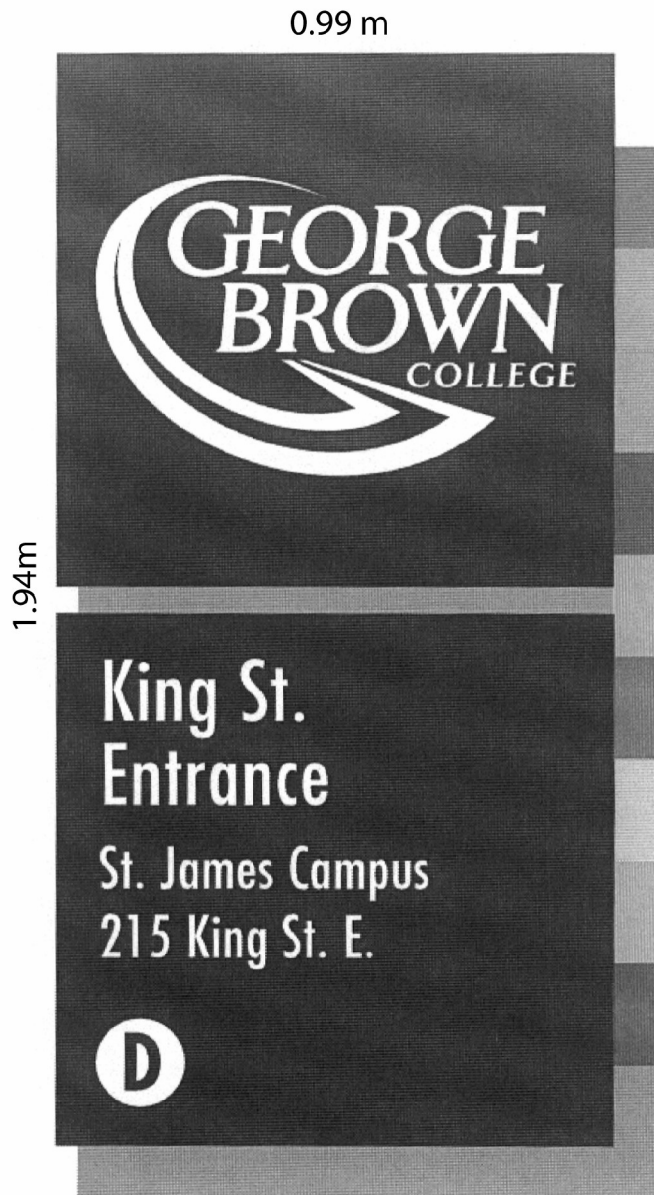
ATTACHMENTS

Attachment 1: Sign Details

Attachment 2: Elevation and Sign Details

Attachment 3: Elevation

Attachment 1: Sign Details



Sign Deetails

Applicant's Submitted Drawing

Not to Scale
02/16/09

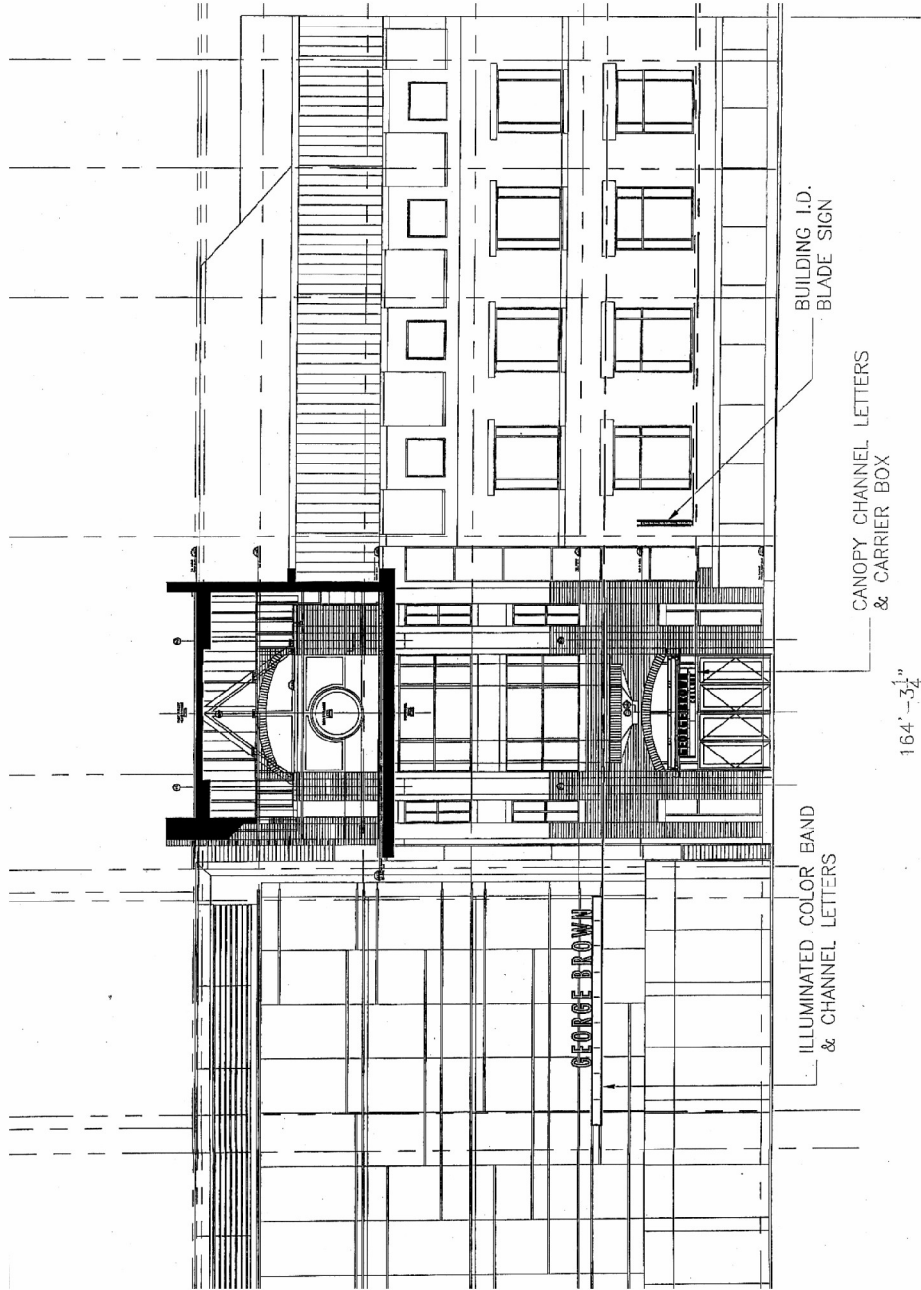
300 Adelaide Street East

File # 08_210864

Applicant's Submitted Drawing

File # 08_210864

Attachment 3: Elevation



Elevation

300 Adelaide Street east

Applicant's Submitted Drawing

Not to Scale
02/16/09

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