

**Sign Variance - 30 College St**

<b>Date:</b>	October 1, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE068 09 172122 ZSV 00 ZR

**SUMMARY**

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

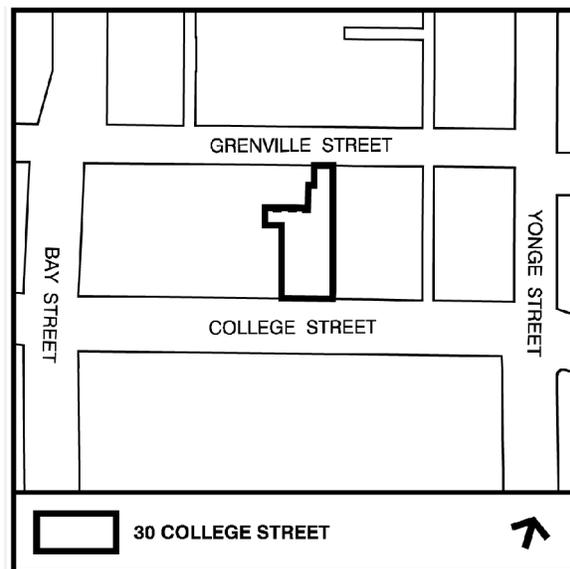
This report reviews and makes recommendations on a request by Nicole Paul with WSI Sign Systems Ltd. on behalf of Native Child Family Services, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, five non-illuminated projecting signs on the College Street frontage of the property at 30 College Street.

Staff recommends approval of the application. 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 request for a variance to permit, for identification purposes, five non-illuminated projecting signs on the College Street frontage of the property at 30 College Street.



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 west of Yonge Street, on the north side of College Street in a CR zone. The property contains a listed historic, four-storey office building. The applicant is requesting permission to install, for identification purposes, five non- illuminated projecting signs along the College Street frontage of the building. Each projecting sign is 0.61m wide and 6.71m high with an area of 4.09m<sup>2</sup>. The signs would have an aggregate area of 20.45m<sup>2</sup>. The vertical clearance from grade to the bottom of each sign is 3.66m (see attached graphics).

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
Chapter 297-10D(14)(c)	The proposed five projecting signs would have an aggregate area of 20.45m <sup>2</sup> .	The 20.45m <sup>2</sup> aggregate area of the proposed five projecting signs would exceed by 18.01m <sup>2</sup> , the maximum 2.44m <sup>2</sup> aggregate sign area permitted.

**COMMENTS**

The variance is required because the aggregate area of the proposed projecting signs exceeds the permitted area. The permitted aggregate area of projecting signs is based on the amount of frontage the commercial unit has on the street. In this instance, the building frontage is relatively small and the proposed projecting signs are larger than permitted, however, the signs are consistent with other existing projecting signs located in this portion of College Street. It is staff's opinion that the signs are designed to complement the building façade and they would not adversely impact the building to which they attached, surrounding uses and the streetscape.

Staff at the Heritage Preservation Services have reviewed the plans and have advised that the proposed projecting signs are acceptable.

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

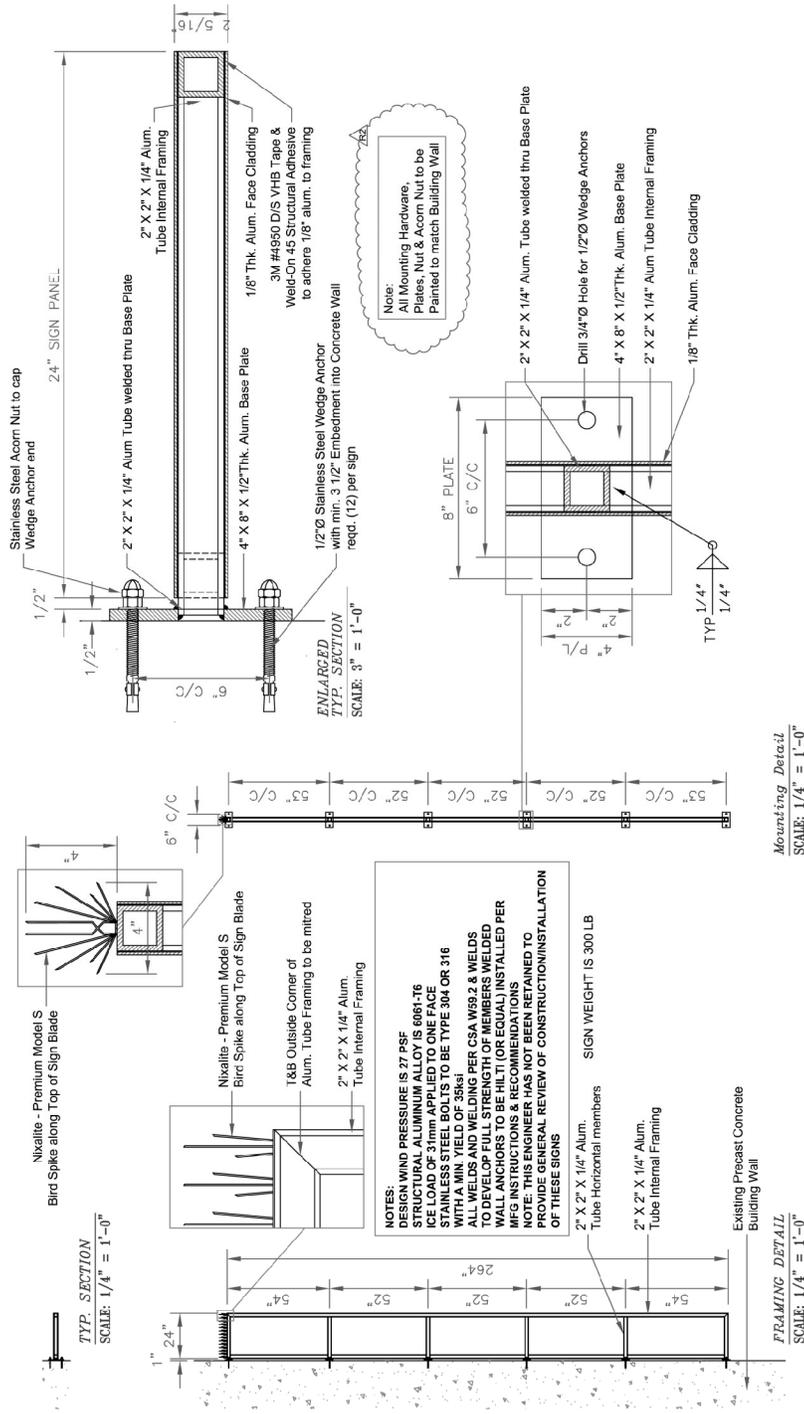
**ATTACHMENTS**

Attachment 1: Elevations

Attachment 2: Elevations

Attachment 3: Elevations

# Attachment 1: Elevations



30 College Street

File # 09\_172122

Elevations

Applicant's Submitted Drawing

Nrc to Scale  
 10/05/2019



