

**Sign Variance - 1304 King St W**

<b>Date:</b>	February 22, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 14 – Parkdale-High Park
<b>Reference Number:</b>	2010TE083 10 115194 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 Ernie Villamere of Pattison Outdoor Advertising on behalf of Steve Stanko for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 1304 King Street West.

Staff recommends refusal of the application. The variance is not minor 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 permit, for third party advertising purposes, a non-illuminated fascia sign on the east elevation of the building at 1304 King Street West.



## Financial Impact

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The property is located on the northeast corner of King Street West and Cowan Avenue in a CR zone. The property contains a two-storey building with retail uses at grade level. The adjacent building to the east of this property is a three storey residential apartment building. The applicant is seeking permission to install a non-illuminated third party fascia sign at the second floor level, on the east elevation of the building. The proposed sign is 6.10m wide and 3.05m high with an area of 18.61m<sup>2</sup>.

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 297-10E	The proposed third party sign would be located on a building which is located adjacent to a residential apartment building.	A third party sign required to have separation distance of separation distance of minimum 10.0m from a lot in R zone is required.

## COMMENTS

The variance is required because the proposed third party sign would be located on the east elevation of the building. The adjacent property to the east contains a three storey residential apartment building. The sign would be visible from the residential windows on the west side of the apartment building. The proposed third party fascia sign would be located less than 10.0m from the west side windows in the three storey apartment building. For this reason staff cannot justify recommending approval of this application as staff considers that the proposed sign at this location is not appropriate. The sign would diminish the objectives for quality urban design in this area.

Staff recommends refusal of the application. The variance is not minor and not within the general intent and purpose of the Municipal Code.

## CONTACT

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## **SIGNATURE**

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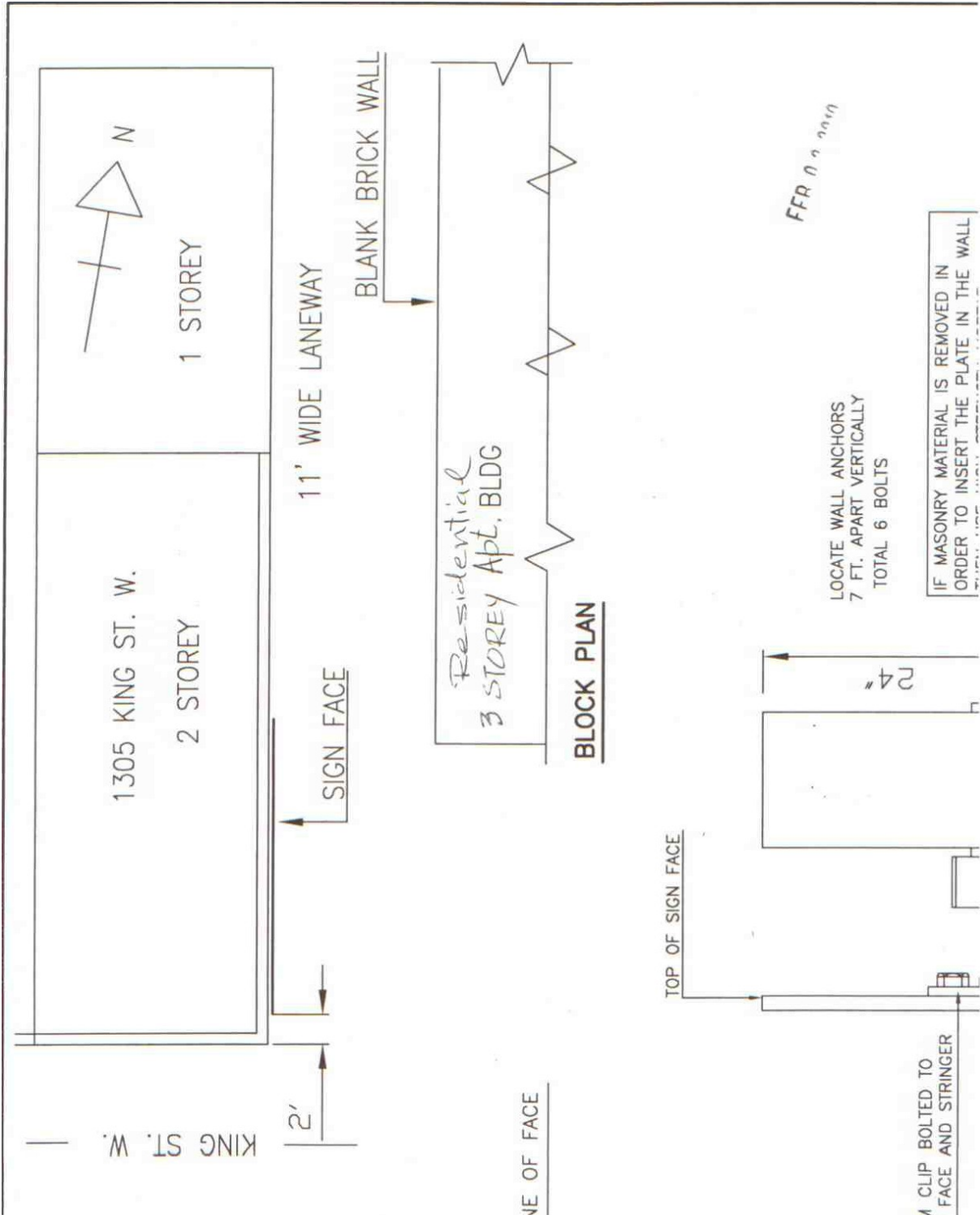
Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

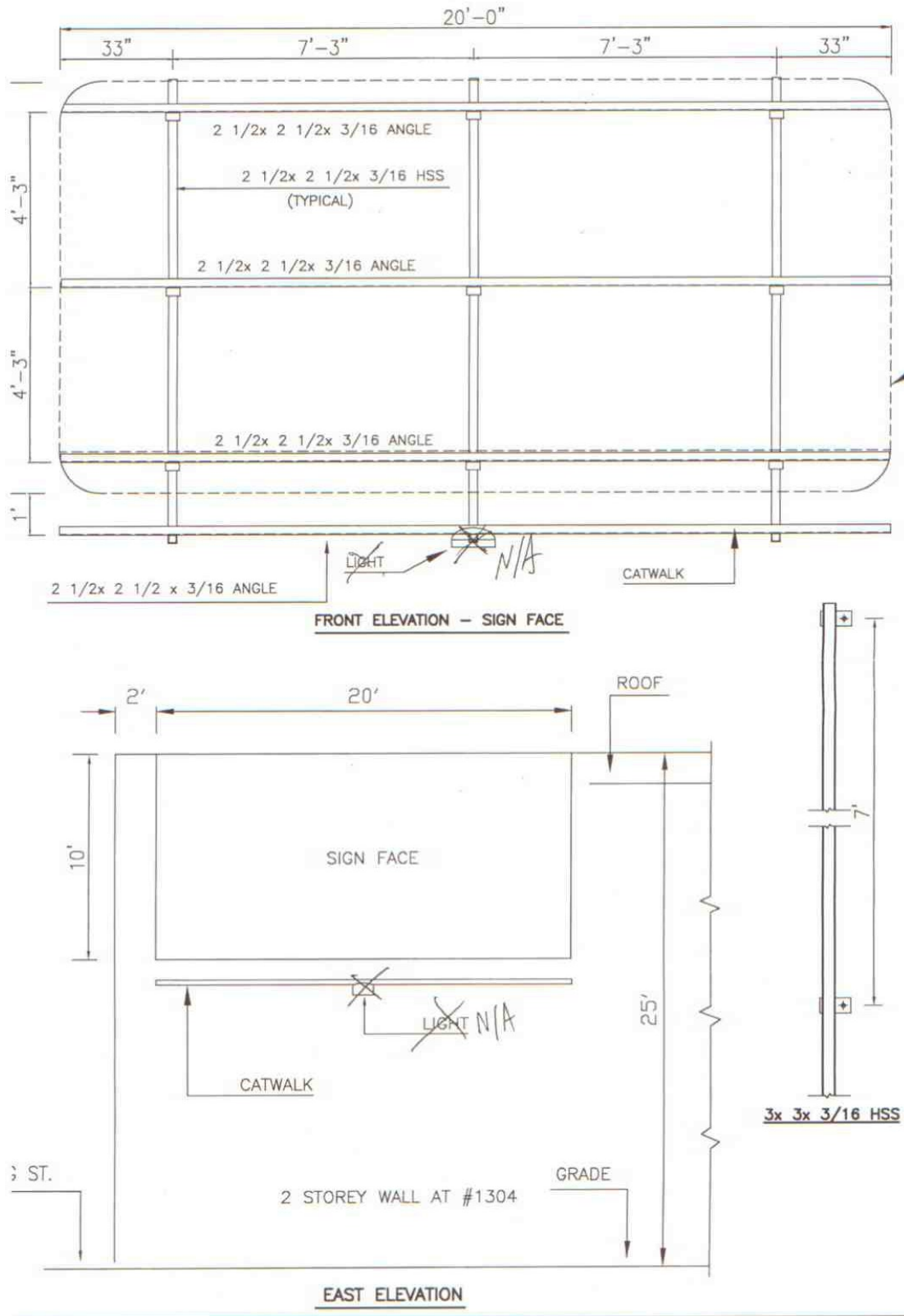
- Attachment 1: Site Plan
- Attachment 2: Sign Details
- Attachment 3: Elevation
- Attachment 4: Photo
- Attachment 5: Photo



**Attachment 2: Sign Details**



### Attachment 3: Elevation



**Attachment 4: Photo**



*1304 KING ST W.*



**Attachment 5: Photo**

1304 King Street West - Google Maps

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Google maps  
Canada

Address

To see all the details that are visible on the screen, use the "Print" link next to the map.

