

Sign Variance - 75 Victoria St

Date:	March 4, 2010
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	2010TE102 10 119469 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 Joseph of Lombard-Victoria Group, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, a non-illuminated fascia on the north elevation of the building at 75 Victoria Street.

Staff recommends refusal of this 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 permit, for third party advertising purposes, a non-illuminated fascia on the north elevation of the building at 75 Victoria Street.



Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located on the northeast corner of Victoria and Lombard Streets in a CR zone. The property contains a three-storey listed historic building. The applicant is seeking permission to install, for third party advertising purposes, a non-illuminated fascia sign on the north elevation of the building at 75 Victoria Street. The sign is 6.71m wide and 8.23m high with an area of 55.22m².

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 297-10D (5)(f)	The proposed sign would be located on the north elevation of a listed historic building at 75 Victoria Street	A third party on a listed historic building is not permitted.
2. Chapter 297-10D (5)(g)	The proposed fascia sign is 6.71m wide and 8.23m high with an area of 55.22m ² .	The 55.22m ² proposed sign area would exceed by 30.22m ² , the maximum 25.0m ² sign area permitted.
3. Chapter 297-10F (1)	The sign is located less than 60.0m from other third party signs located in the vicinity.	A third party sign is required to have a separation distance of minimum 60.0m from other third party sign in the vicinity.

COMMENTS

The first variance is required because the third party sign would be located on a building which is listed historic building, where as the Municipal Code does not permit third party signs on a listed historic building.

The second variance is required because the proposed sign is more than twice the size of the permitted size sign of 25m².

With respect to the third variance, the proposed sign would be located within a short distance from other third party signs located in the vicinity. The sign would be an addition to an area which is already cluttered with third party signs. Staff can not justify recommending approval of a third party fascia sign at this location.

Staff recommends refusal of this application. The variance is 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

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

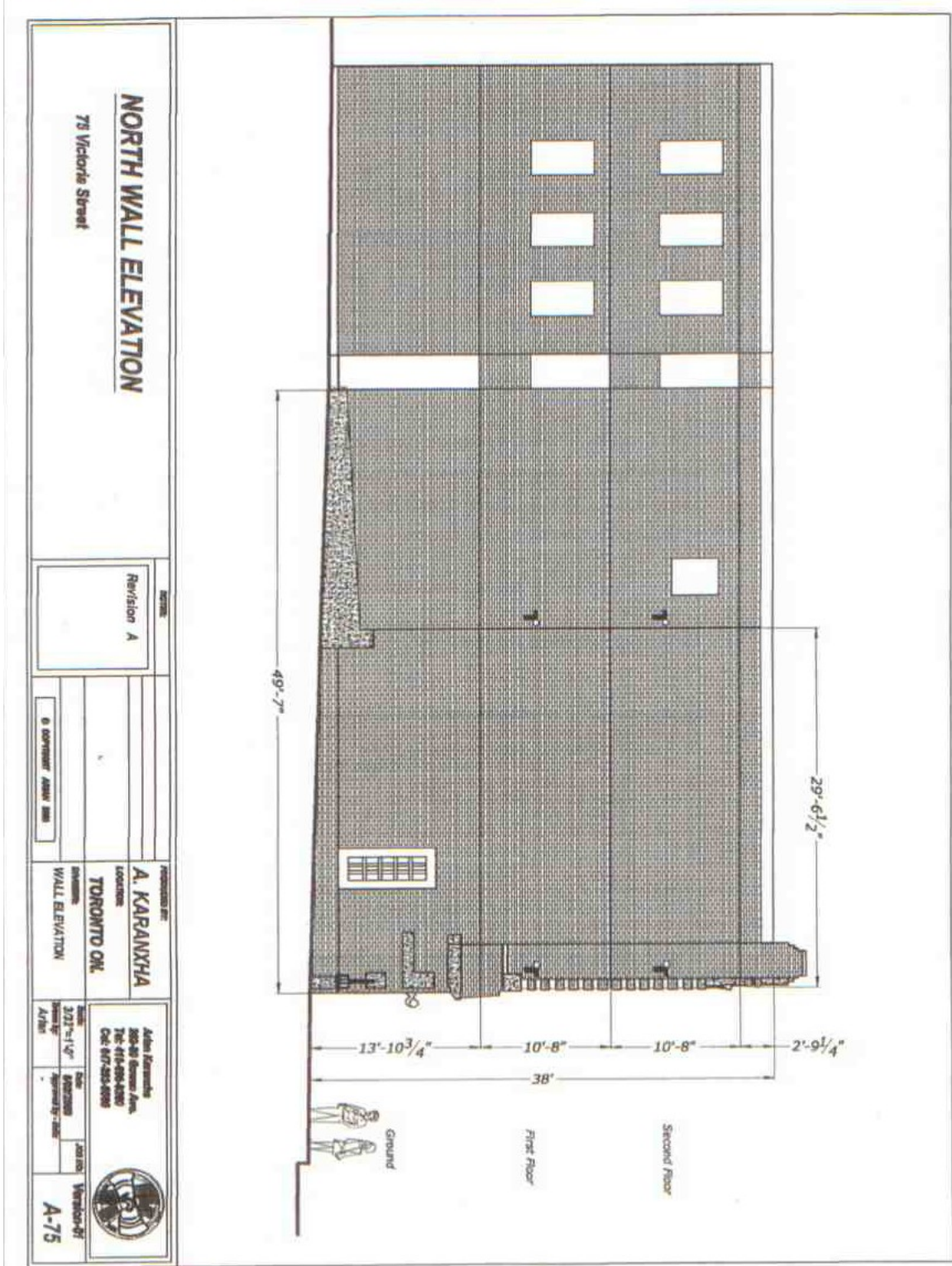
ATTACHMENTS

Attachment 1: Elevation

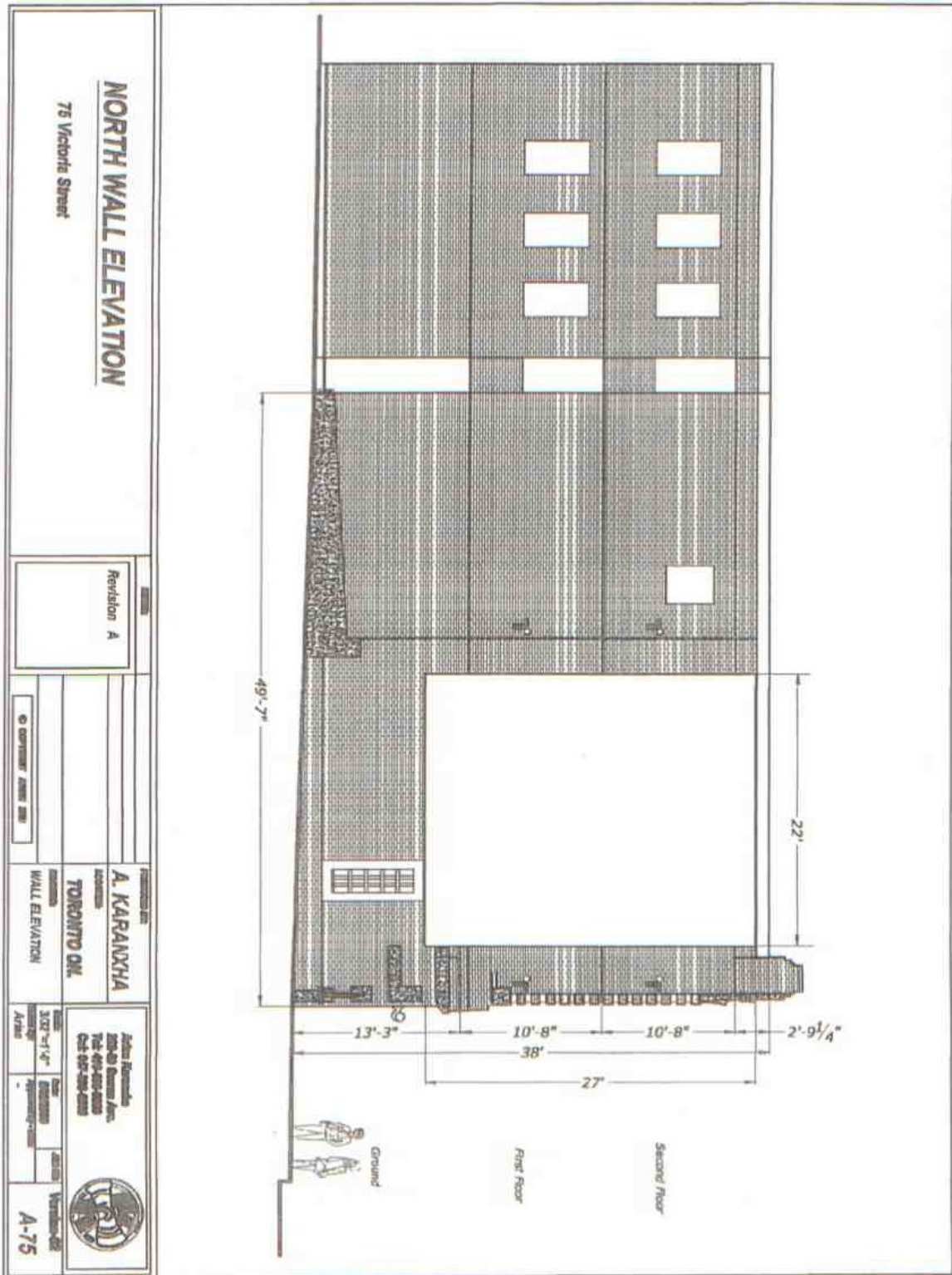
Attachment 2: Elevation

Attachment 3: Photo

Attachment 1: Elevation



Attachment 2: Elevation



Attachment 3: Photo

