

**Sign Variance - 11 St Joseph St**

<b>Date:</b>	March 3, 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 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	2010TE094 10 120258 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 Vince Siu on behalf of Uptown Rosemont Inc for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, the erection of a non-illuminated vinyl fascia sign, twenty-six (26) square metres in area, at second storey level of existing heritage building for the purposes of advertising residential units to be offered for sale on the property, “Eleven Residences”.

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 a variance to permit one non-illuminated vinyl fascia sign on the front façade of the existing heritage building.

## Financial Impact

The recommendations in this report have no financial impact.

## ISSUE BACKGROUND

The property is located on the southwest corner of St Joseph Street and St Nicholas Street and is developed with a condominium apartment building containing 206 residential dwelling units. The property is also designated under the Ontario Heritage Act and is subject to a Heritage Easement Agreement. The applicant is seeking permission to erect a non-illuminated fascia sign attached to the front façade of the second storey of the heritage portion of the building facing St Joseph Street. The proposed sign would have maximum overall dimensions of 3.048m x 8.38m, an area of approximately 26 square metres, and would cover windows of the second storey level of two (2), two storey units in the building (Units 9 and 10). The proposed sign would be erected for the purposes of advertising dwelling units currently located on the property to be offered for sale (“Eleven Residences”). The applicant has indicated that the proposed sign is intended to be erected for temporary purposes only.

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 297-10 D.(19)(a)	The non-illuminated sign for the purposes of advertising the sale of the dwelling units within the existing building will have an area of approximately 26 square metres.	A non-illuminated sign used for the purpose of advertising the sale of the property is limited to two-tenths (0.2) square metre for every one hundred (100) square metres of the lot up to a maximum area of sign, in the aggregate, of five (5) square metres. In this case the sign is limited to an area of 3.63 square metres.
Chapter 297-10 D. (19)(b)	The proposed sign will achieve a height of 6.1 metres.	The height of sign is limited to not more than five and five-tenths (5.5) metres.
Chapter 297-10 E. (6)	The proposed sign obstructs/interferes with windows of the second storey portion of the building.	A sign shall not obstructs or otherwise interferes with a window (excluding fixed transom windows) or door of a building.

## COMMENTS

The applicant has indicated that the sign is non-illuminated, is to be erected for temporary purposes only, and is sensitive to the Heritage aspects of the building. The units which contain windows covered by the proposed sign are not occupied and are not intended to

be occupied while the sign is in place. The placement of the sign to a height of 6.1m would allow it to be installed flush on the face of the building. This would permit continued access to the ground floor where a sales office for the marketing and selling of the units in the building is intended to be located.

While the applicant has indicated that the proposed sign is for temporary purposes only, Heritage Preservation Services have reservations as to the immediate impact that a sign of this size and its placement on the building has on the heritage value of the building and its relationship to the streetscape notwithstanding the fact it is to be erected for temporary purposes.

While staff recognize the applicants desire to erect signage on the building for the purposes of marketing units in the building only, approval should not be at the expense of the value and features of a building which is subject to a Heritage Easement. The location, placement, and attachment of the sign and its relationship to the streetscape for any period of time requires address with Heritage Preservation Staff in advance of any consideration for approval. For this reasons, staff believe that the application, in its present form, is premature. Accordingly, staff recommend refusal of the application.

## **CONTACT**

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

## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Site Plan  
Attachment 2: Elevation



Attachment 2: Elevation

