STAFF REPORT
ACTION REQUIRED

Sign Variance Report
295 Wellesley Street East

<table>
<thead>
<tr>
<th>Date:</th>
<th>December 12, 2006</th>
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<tbody>
<tr>
<td>To:</td>
<td>Toronto and East York Community Council</td>
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<tr>
<td>From:</td>
<td>Director, Community Planning, Toronto and East York District</td>
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<tr>
<td>Wards:</td>
<td>Ward 28 – Toronto Centre-Rosedale</td>
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<tr>
<td>Reference Number:</td>
<td>06-174168</td>
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**SUMMARY**

To review and make recommendations on a request by David Smith of Pizza Pizza Ltd. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign on the front elevation of the building at 295 Wellesley Street East.

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

**RECOMMENDATIONS**

The City Planning Division recommends that:

1. City Council approve the request for a variance to permit, for identification purposes, an illuminated “Hot & Fresh Pizza Pizza” fascia sign on the front elevation of the building at 295 Wellesley Street; and

2. City Council direct the City Clerk’s Office to advise the applicant, upon approval of variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.
FINANCIAL IMPACT
There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND
The single-storey building is located just west of Parliament Street on the south side of Wellesley Street East in an MCR zone. The existing “Pizza Pizza” is at 299 Wellesley Street East and is expanding to include 295 Wellesley Street East. The applicant will remove an existing “Pizza Pizza” sign located on the north elevation of the building at 299 Wellesley Street East and all three existing fascia signs located on the building at 295 Wellesley Street East. They proposed to erect a newly designed illuminated “Hot & Fresh Pizza Pizza” replacement fascia sign on the north parapet wall of the building at 295 Wellesley Street East.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the in the following way:

<table>
<thead>
<tr>
<th>Sign By-law Section and Requirements</th>
<th>Applicant’s Proposal</th>
<th>Required Variance</th>
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<tbody>
<tr>
<td>(1) Chapter 297-10D (5)(d)</td>
<td>The proposed fascia sign would extend above the roof line of the building.</td>
<td>A fascia sign extending above the roof line of a building is not permitted if the building does not have a second storey.</td>
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COMMENTS
The variance is required because the proposed signs would extend above the first floor level of the building that does not have a second storey. The sign is designed to integrate with the building features. The proposed sign is consistent with many of the existing signs in the general vicinity of Wellesley and Parliament Street.

CONTACT
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SIGNATURE

________________________________________
Gary Wright
Director, Community Planning, Toronto and East York District

ATTACHMENTS
Attachment 1: Elevations
Attachment 2: Elevations
Attachment 3: Sign Details
Attachment 1: Elevations
Attachment 3: Sign Details

SIGN BOX #1 & 3 (NEW)
SCALE = 3/16” = 1’-0”

WHITE FILL

ORANGE FILL
PANTONE 021

10’-0”

R4”

W8”

2’-6”

FLAT FACE SIGNBOX W/ GRAPHICS
AREA: 26 SQ. FT. EACH

SIGN BOX #2 (NEW)
SCALE = 3/16” = 1’-0”

BLUE KEYLINE
PANTONE 273

WHITE FILL

ORANGE FILL
PANTONE 021

17’-6”

YELLOW FILL 100%

GREEN FILL
PANTONE 368

10’-0”

R4”

R4”

FLAT FACE SIGNBOX W/ GRAPHICS
AREA: 85 SQ. FT.