

**Sign Variance Report - Revised
255 Wellington Street West**

Date:	March 22, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	05-201563

SUMMARY

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

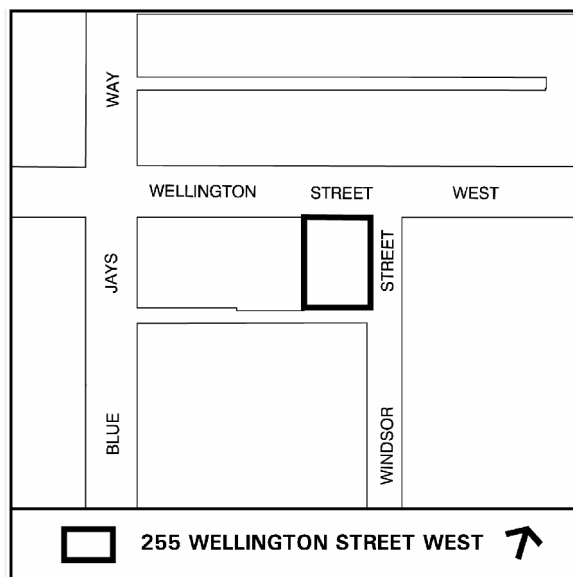
This report reviews and makes a recommendation on a request by Domenic Rotundo with Pattison Sign Group on behalf of Residence Inn Marriot Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit the relocation of 1 new illuminated fascia sign for identification purposes, from the approved location at the third floor to between the seventh and eighth floor level.

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

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to permit an illuminated fascia sign in the form of individual letters, for identification purposes, located between the 7th and 8th



- floors of the building at 255 Wellington Street West;
2. Approval of the proposed sign be conditional on any approval of an encroachment agreement required over the adjacent public lane from the Executive Director of Transportation Services;
 3. That Toronto and East York Community Council revoke the previous approval for ‘Sign C’ to be located on the third level as per the staff report dated April 11, 2006; and
 4. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of variances, 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

This report replaces the report dated March 8, 2007. The property is located on the south side of Wellington Street West, just east of Blue Jays Way and is zoned Reinvestment Area (RA). A 21 storey Marriott Residence Inn hotel with 256 guest suites has been built on the site. The applicant received City Council approval at the May 23, 24 and 25, 2006 meeting to erect 3 illuminated fascia signs for identification purposes. Signs “A” and “B” were approved to be located at the top floor on the east and west elevations respectively and are each 3.86m high by 32.76m wide with an area of 43.29m². Sign “C” was approved to be at the third floor on the south elevation.

This amended application is to relocate Sign “C” from the approved location at the third floor on the south elevation to between the seventh and eighth floor on the south elevation.

The second variance is required because the sign would be erected 0.0m from the public lane to the south instead of the minimum 0.6m setback required.

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
Section – 10C(5)(e)	Proposed sign C would be erected between the 7 th and 8 th floors of the building	Sign C will be erected between the 7 th and 8 th floors. Fascia signs used for the purpose of identification in the form of a logo, a corporate symbol or name are required to be located within the uppermost storey of the building or the parapet wall of

		the uppermost storey.
Section – 10E(4)	Proposed sign C would be located 0.0m from the curb line of a public lane	The 0.0m sign setback from the public lane would exceed by 0.6m, the minimum 0.6m setback from a public lane required.

The first variance relates to the installation height of the sign. This is regulated in order to reduce the visual impact of signs on the buildings to which they are attached, on surrounding uses, or on the streetscape. It is the opinion of staff that the proposed relocation of the “Residence Inn Marriot” fascia sign from the third to between the seventh and eighth floors would not adversely impact the building to which they are attached, the surrounding uses, or the streetscape.

With respect to the second variance, the signs would be located 0.0m from the public lane to the south. The sign is located high enough from the ground to the bottom of sign so as to not interfere with the operation of the lane. It is staff’s opinion that the sign located at this height would not endanger pedestrians or adversely impact the streetscape. As there is no setback provided, it is possible that the sign structure proposed will overhang the public lane. In this case an encroachment agreement will be required from the City and would be a condition of installing the sign.

COMMENTS

It is recommended that the request for the variance be approved.

CONTACT

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SIGNATURE

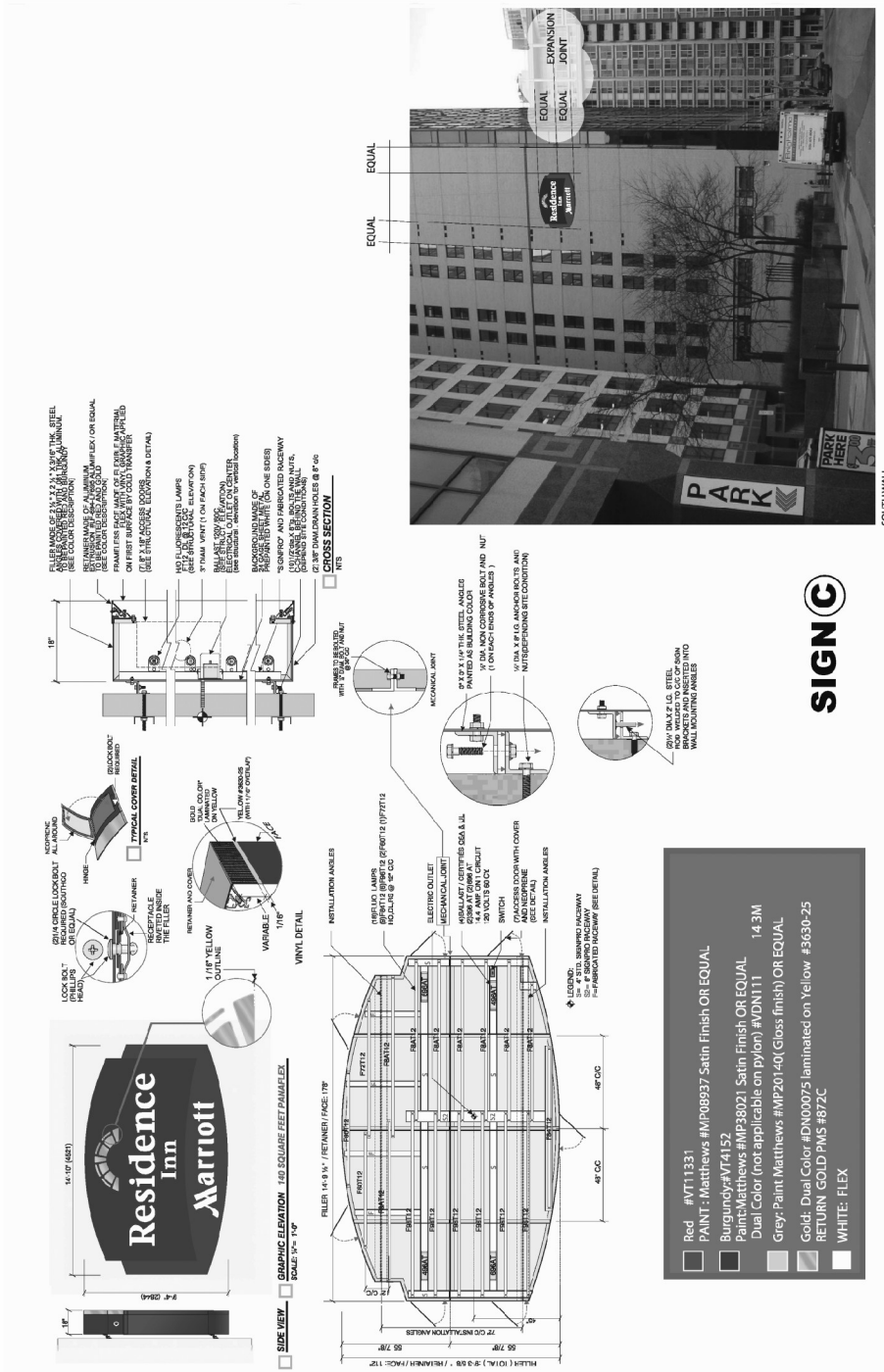
Gary Wright, Director
 Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevation and Sign Details

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Elevation & Sign Details
 Applicant's Submitted Drawing
 Not to Scale
 03/09/07

255 Wellington Street West

File # 05_201563