

Sign Variance Report - 578 King Street West

Date:	June 6, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-101304

SUMMARY

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

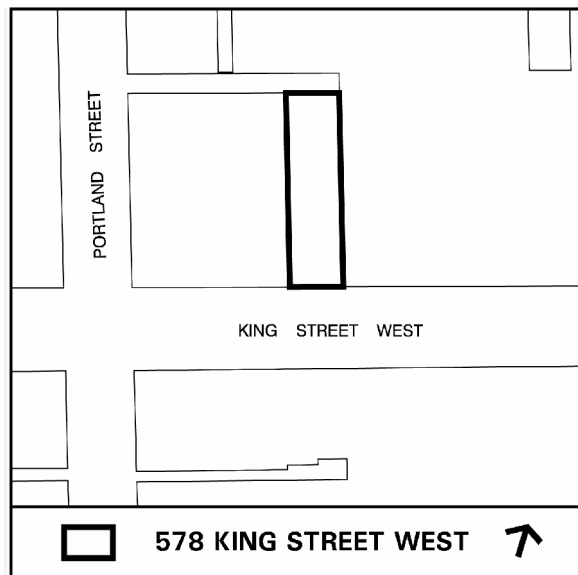
This report reviews and makes a recommendation on a request by Dominic Rotundo on behalf of Lee Valley Tools Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, five fascia first party signs, on the King Street West elevation of the building at 578 King Street West.

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 variance to permit five (5) fascia first party signs, on the King Street West elevation of the building at 578 King Street West; and
2. the applicant be advised, should



Council approve the variance, of the requirement to obtain the necessary sign permits from the Chief Building Official for a sign substantially in accordance with the drawings date stamped as received on April 24, 2007, and on file with the City Planning Division.

Financial Impact

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

The property is located on the north side of King Street West between Portland Street and Brant Street in an “RA” zone. The property contains a four storey listed historic building with retail uses at the grade level and offices above. The applicant is seeking permission to install five (5) illuminated fascia signs located within a portion of the window sills at the first floor level on the front elevation of the building. The signs would range from 3.11m (10.21’) to 3.66m (12’) wide and 0.79m (2.28’) high with an area of approximately 2.5m² each.

The variance is requested because the five (5) illuminated fascia signs would be located within the first floor windows of the existing building. The pattern of windows is part of basic architectural integrity of a building and involves a two-way relationship - being able to see inside as well as to see out. In this instance, the signs would be located within the upper part of the sill and would not cover any portion of the existing glass. Furthermore, they would be recessed and would not protrude beyond the existing sill.

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.E	The proposed five (5) fascia signs will interfere with the windows of the buildings.	A sign is not permitted to obstruct or otherwise interfere with a window or door of a building.

COMMENTS

Heritage and Preservation Services Staff have also reviewed the signage plans for this listed historic building, and have advised that they have no concerns with the proposal.

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: Front Elevation
Attachment 2: Sign Details
Attachment 3: Elevation & Sign Details

Attachment 1: Front Elevation



Elevation

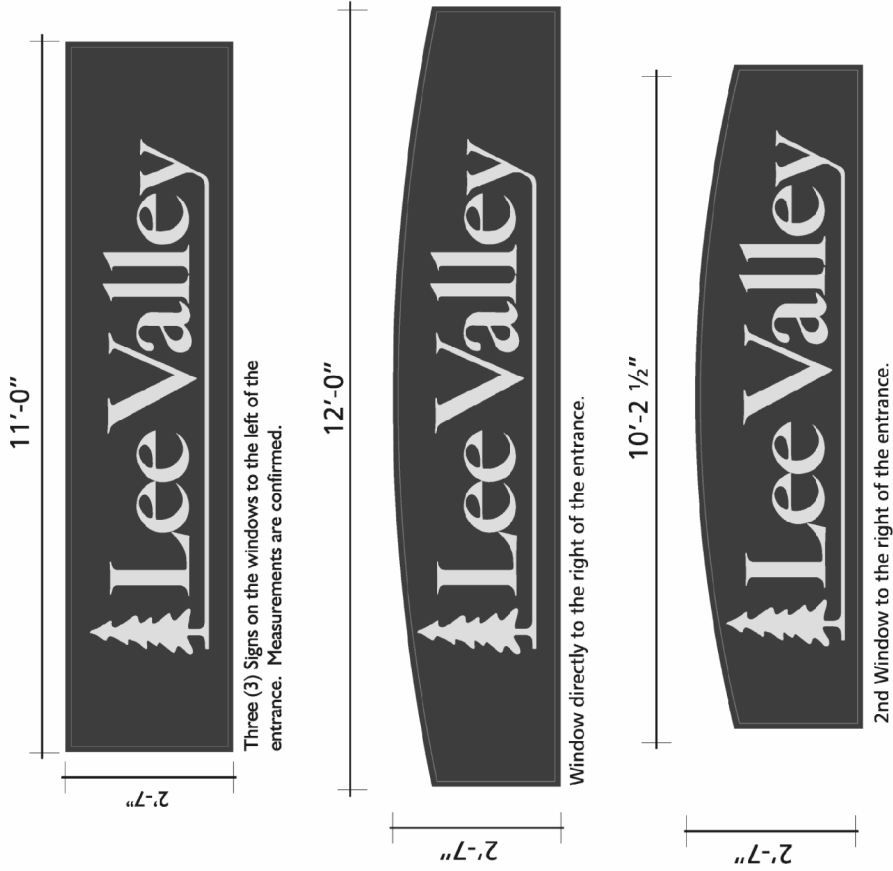
Applicant's Submitted Drawing

Not to Scale
06/01/07

578 King Street West

File # 07_101304

Attachment 2: Sign Details



Sign Details

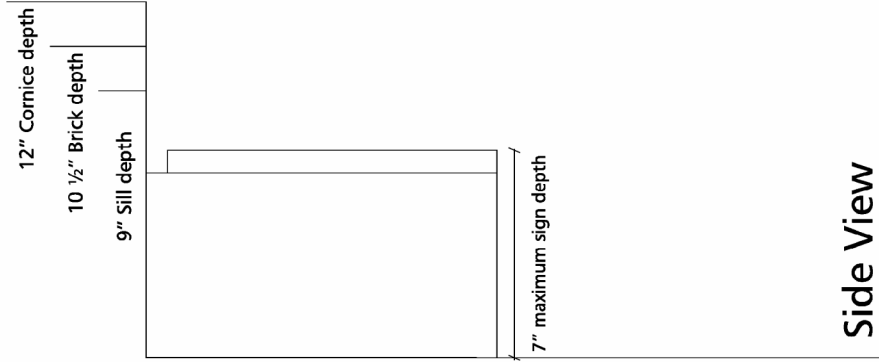
Applicant's Submitted Drawing

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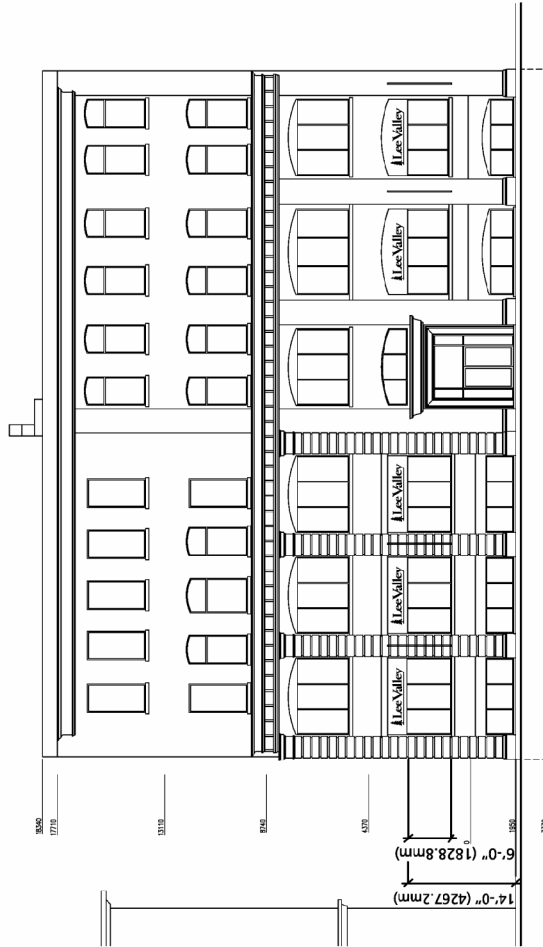
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Attachment 3: Elevation & Sign Details



Side View



King Street Elevation

(5) Five new SF fascia signs mounted in front of the windows and attached to the brick at the sides of the signs, as per attachment drawings.

Front View

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
06/01/07

578 King Street West

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