

**Sign Variance Report  
1005 King Street West**

<b>Date:</b>	December 15, 2006
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	06-192904

**SUMMARY**

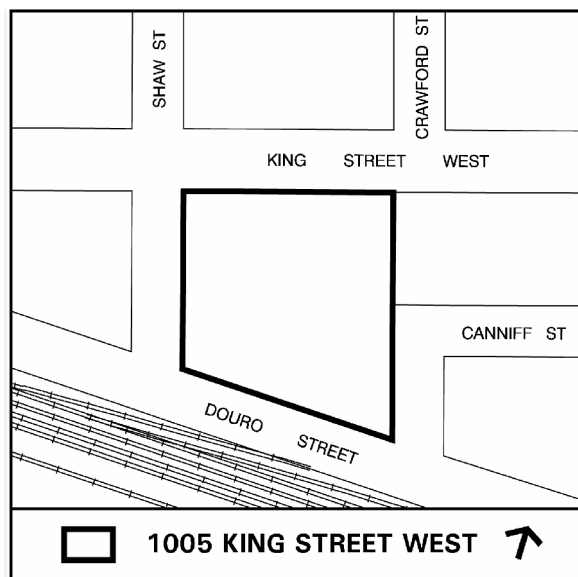
To review and make recommendations on a request by Isabella Cerelli of Pride Signs Ltd. on behalf of King West Village-1005 King Ltd, for approval of variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, one halo-lit fascia sign on the east elevation and two halo-lit fascia signs on the north elevation of the building.

Staff recommends approval of this application with a condition that the signs be turned off from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. The variances are 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 variances to permit, for identification purposes, a halo-lit fascia sign on the east elevation and two halo-lit fascia signs on the north elevation of the building at 1005 King Street West to represent RBC Financial Services with a condition that the signs are turned off from 11:00 p.m. to 7:00 a.m. by means



of an automated timing device; and

2. City 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**

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

## **ISSUE BACKGROUND**

The 10-storey residential condominium building with retail uses at the grade level is located east of Dufferin Street on the south side of King Street West in a CR zone. The proposal is to erect an illuminated fascia sign in the form of a corporate name and logo to represent RBC Financial Services on the east elevation and two illuminated fascia signs in the form of a corporate name and logo on the north elevation of the building at 1005 King Street West.

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
Chapter 297-10D (5)(c)	The sign on the east elevation would not face a street.	If an identification fascia sign does not face a street, it is not permitted.
Chapter 297-10# (7) (c)	The signs would be located less than 20.0 m from a lot in G district.	An illuminated fascia sign located less than 20.0m from a lot in G district is not permitted.

## **COMMENTS**

The proposed halo-lit corporate logo sign on the east elevation of the building would be directed at westbound motorists and pedestrians to help them locate the RBC Financial Services branch in the area.

With respect to the second variance, the 20-metre separation distance provision for illuminated signs from a lot in G zone district is intended to restrict illumination of signs on park lands. In this instance, the signs are halo-lit and only one small logo sign located on the east elevation would be directly visible to the park users. The halo-lit type are similar to back-lit type signs, however, the illumination from a halo-lit type has a softer glow and is less intrusive.

Staff recommends that the applicant be required to turn off all three signs from 11:00 p.m. to 7:00 a.m. by means of an automated timing device. With this condition in place, the proposed signs are acceptable.

## **CONTACT**

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## **SIGNATURE**

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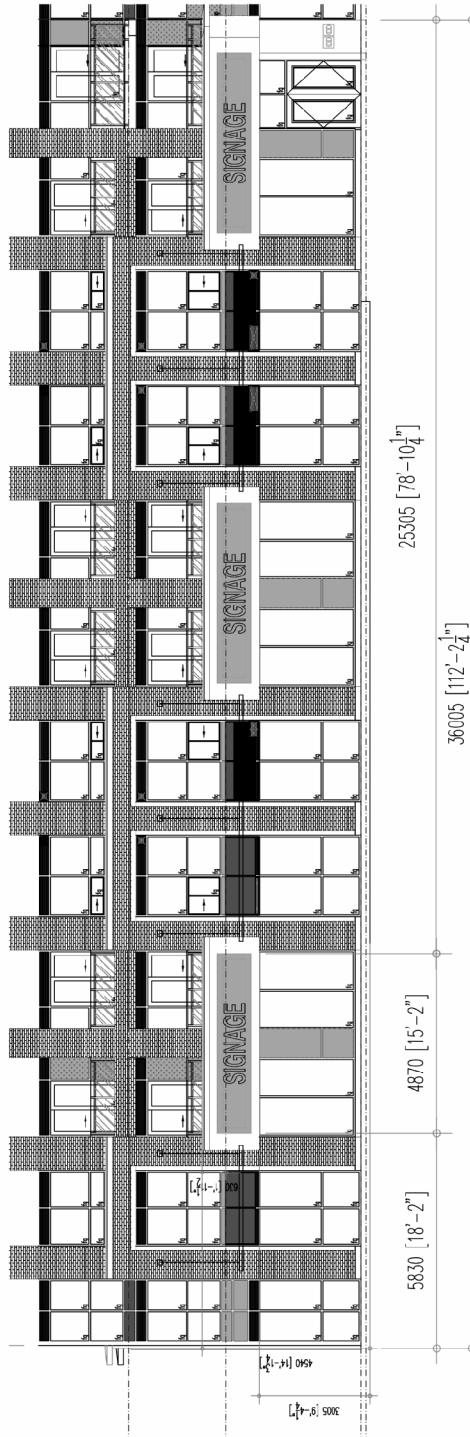
Gary Wright  
Director, Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Sign Details  
Attachment 3: Sign Details  
Attachment 4: Sign Details

# Attachment 1: Elevation



## Elevation

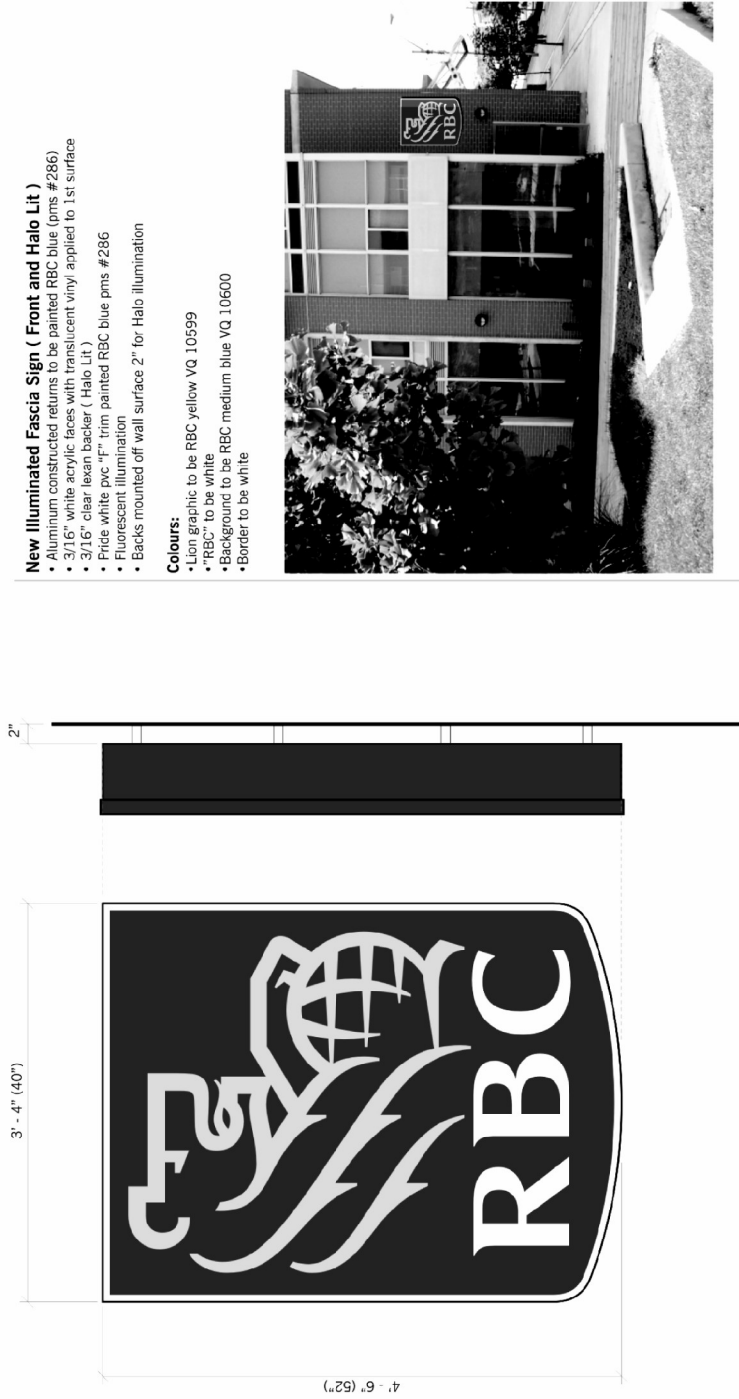
1005 King Street West

Applicant's Submitted Drawing

Not to Scale  
12/08/05

File # 06\_192904

## Attachment 2: Sign Details



1005 King Street West

File # 06\_192904

**Sign Details**  
 Applicant's Submitted Drawing

Not to Scale  
 12/08/06

### Attachment 3: Sign Details

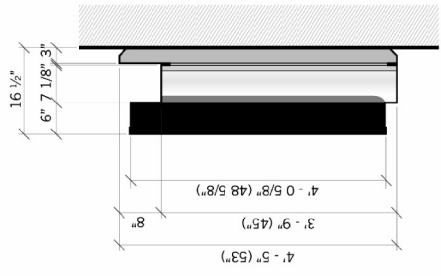
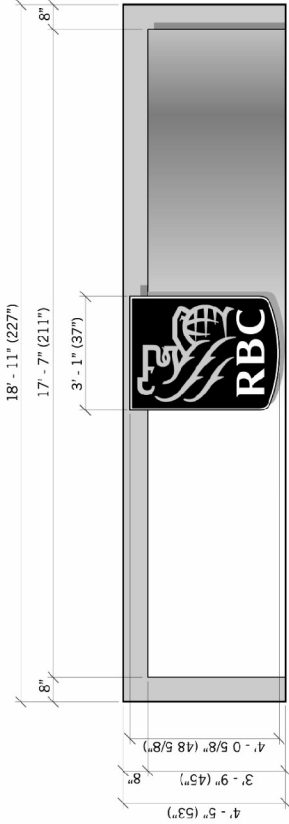
**New Illuminated Halo-lit Fascia Sign**

- RBC Logo**
- Aluminum constructed returns to be painted RBC blue (pms #286)
  - 3/16" clear lexan backer
  - 3/16" white acrylic faces with translucent vinyls applied to 1st surface
  - White PVC "F" trim to be painted RBC blue (pms #286)
  - Fluorescent illumination (both front and halo-lit)

- Colours:**
- Lion graphic to be RBC yellow VQ 10599
  - "RBC" to be white
  - Background to be RBC medium blue VQ 10600
  - Border to be white

**Backer Panels**

- Aluminum constructed curves backer panel to be painted white (halo-lit)
- White formed backer panel to be mounted 3" off painted RBC yellow (pms #116) aluminum constructed backer panel



**Sign Details**

Applicant's Submitted Drawing

Not to Scale  
12/08/06

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File # 06\_192904

## Attachment 4: Sign Details



### Sign Details

Applicant's Submitted Drawing

Not to Scale  
12/06/06

1005 King Street West

File # 06\_192904