



STAFF REPORT ACTION REQUIRED

Sign Variance Report 121 King Street West

Date:	August 1, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	07-232017

SUMMARY

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

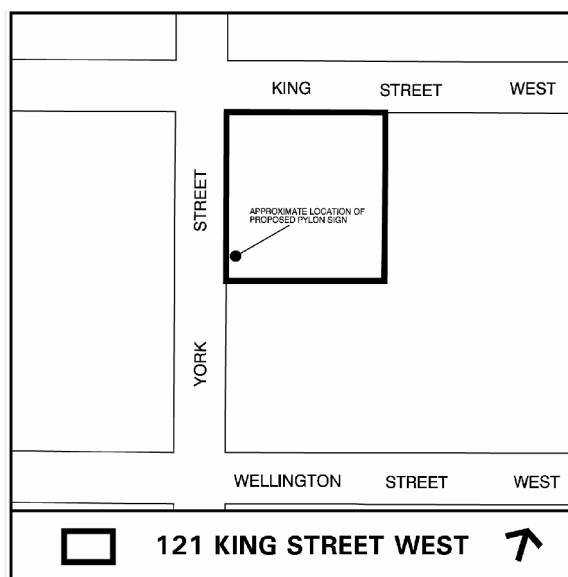
This report reviews and makes recommendations on a request by Adam Kelly, with Kramer Design Associates, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated pedestal directional sign along York Street frontage, of the building at 121 King West.

Staff recommends approval of the 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 requested variances to permit, for identification purposes, an illuminated pedestal sign along York Street frontage (at the



southwest corner of the property) to direct motorists to the underground parking at 121 King Street West and require that energy efficient lights be used; and

2. 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

The property is within the Financial District at the southeast corner of King Street West and York Street (a CR zone). The property containing an eleven-storey office building is known as the Standard Life Building. The applicant is requesting permission to erect, for identification purposes, an illuminated pedestal sign with a small screen of an electronic changeable message display copy, along the York Street frontage of the property at 121 King Street West. The sign is 1.22m wide and 4.50m high with an area of 5.49m². The electronic display screen is 1.22m wide and 0.92m high with an area of 1.12m².

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
1. Chapter 297-10D (12)	The sign would contain an electronic changeable message display copy.	A pedestal sign containing an electronic changeable message display copy is not permitted in CR zone.
2. Chapter 297-10D (12) (c)	The proposed sign would set back 1.0m from a street line.	The 1.0m sign set back would be 1.0m less than the 2.0m sign set back required from a street line.

COMMENTS

A pedestal sign containing an electronic changeable message display copy is not permitted in CR zone. The proposed electronic screen is small and it would only display parking rates or special event messages. It is staff's opinion that small screen of this size at this location is appropriate.

The 2.0m set back requirement for a pedestal or ground sign is to ensure that commercial streetscape and view corridors are preserved and sight lines that for motorists, cyclists

and pedestrians are maintained. The proposed sign would not obstruct the view corridor, or obscure site lines. Planning staff consider the proposed pedestal sign acceptable.

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

CONTACT

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SIGNATURE

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

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ATTACHMENTS

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

Attachment 1: Elevation



Elevation

121 King Street West

Applicant's Submitted Drawing

Not to Scale
07/19/07

File # 07_232017

Attachment 2: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
07/19/07

121 King Street West

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Attachment 3: Elevation

121 KING ST. WEST

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\$15.65	Early Bird
7am-6pm	In by 9am
\$4.35	Half Hour
\$17.39	Maximum
\$4.78	Flat Rate
6pm-12am	

PRICES ARE PER HOUR, G.T. AND P.E.T.
GARAGE CLOSED SAT, SUN, HOLIDAYS

THE STANDARD LIFE CENTRE

STANDARD LIFE

Elevation

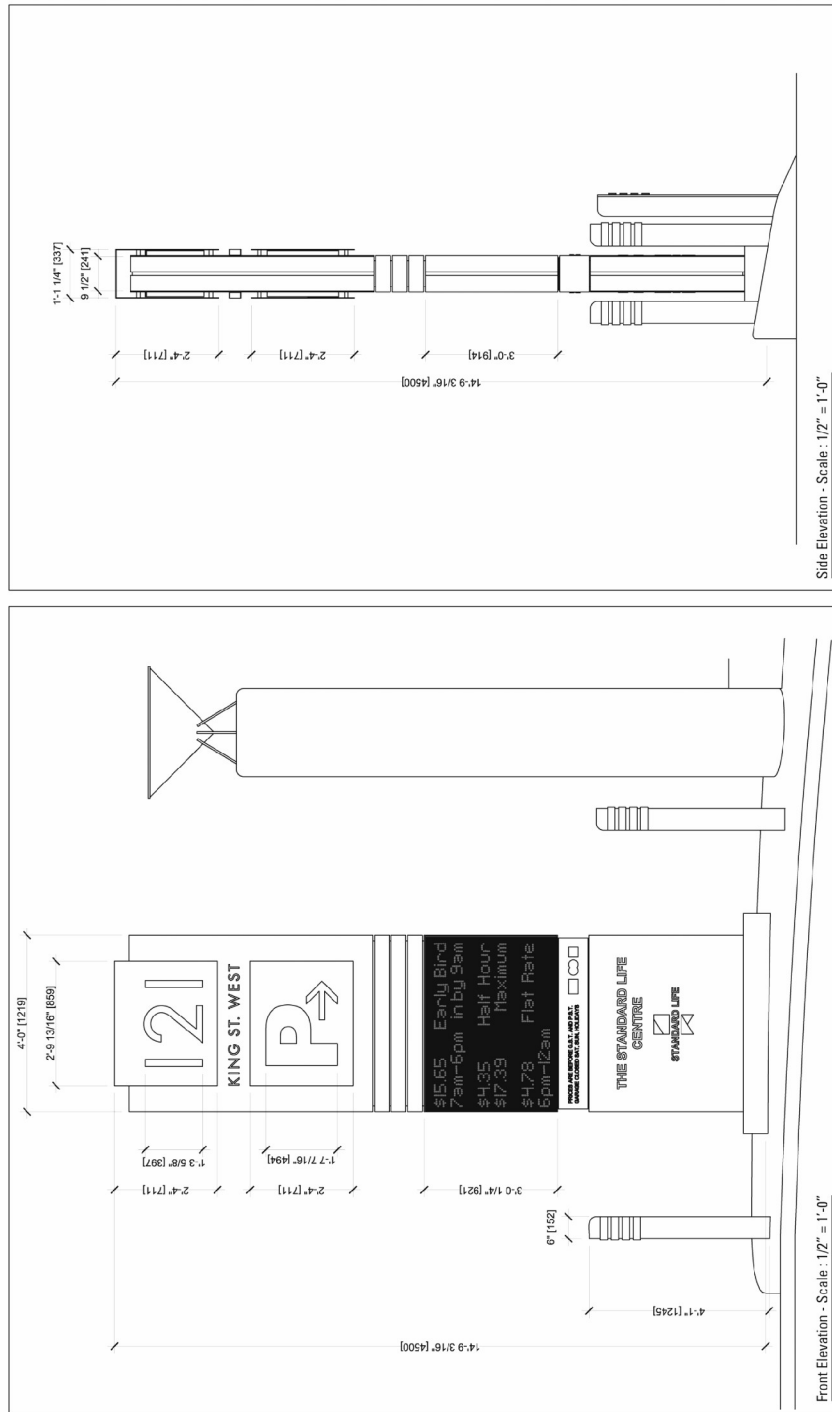
Applicant's Submitted Drawing

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Attachment 4: Elevations & Sign Details



Elevations & Sign Details

Applicant's Submitted Drawing

Not to Scale
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121 King Street West

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