

## Sign Variance Report 30 Wellington Street West

<b>Date:</b>	August 13, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	07-234510

### SUMMARY

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

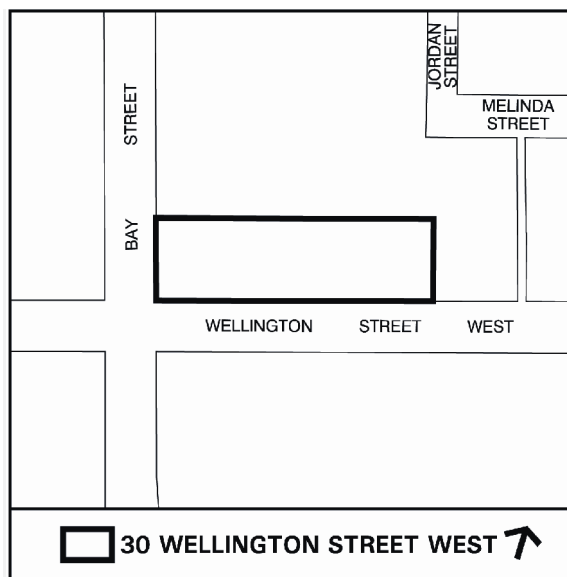
This report reviews and makes recommendations on a request by Khalid Manzoor, with Genivar Construction Ltd., on behalf of BCIMC Realty Corporation, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two illuminated fascia signs in the form of individual letters to represent “Deloitte” at the top floor level, on the north and south elevations of the building at 30 Wellington 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. Toronto and East York Community Council approve the request for variances to permit, for identification purposes, two illuminated fascia signs in the form



- of individual letters to represent “Deloitte” at the top floor level, on the north and south elevations of the building at 30 Wellington 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 a variance, 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 listed historic property, designated under Part IV of the Ontario Heritage Act, is known as Commerce Court South and is part of Commerce Court complex. It is located at the north-east corner of Bay and Wellington Streets in a CR zone. The property contains a five-storey office building with some retail uses at the ground level of the building. The applicant is seeking permission to erect two illuminated fascia signs in the form of corporate name and logo to represent “Deloitte” at the top floor level, on the north and south elevations of the building. Each sign is 10.18m wide and 1.83m high with an area of 18.63m<sup>2</sup>.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant’s Proposal</b>	<b>Required Variance</b>
Chapter 297-10 D(4)(a)	The proposed illuminated fascia sign in the form of a corporate name and logo to represent “Deloitte” would be erected at the top floor level, on the north and south elevations of a 29.26m high building.	An illuminated corporate name and logo sign is not permitted on a building having a height of less than 34.0m.

### **COMMENTS**

The variance is required because the proposed signs would be located on a building that has a height of less than 34.0m. The signs would be located at the uppermost storey of the building. The signs are designed well to complement the north and south rectangular facades of the building. The signs are consistent with other similar signs located in the area. It is staff’s opinion that the proposed signs would not adversely impact the building to which they are attached, surrounding uses or streetscape. Staff at the Heritage Preservation Services have also reviewed the plans and have advised that they are acceptable.

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

## **CONTACT**

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## **SIGNATURE**

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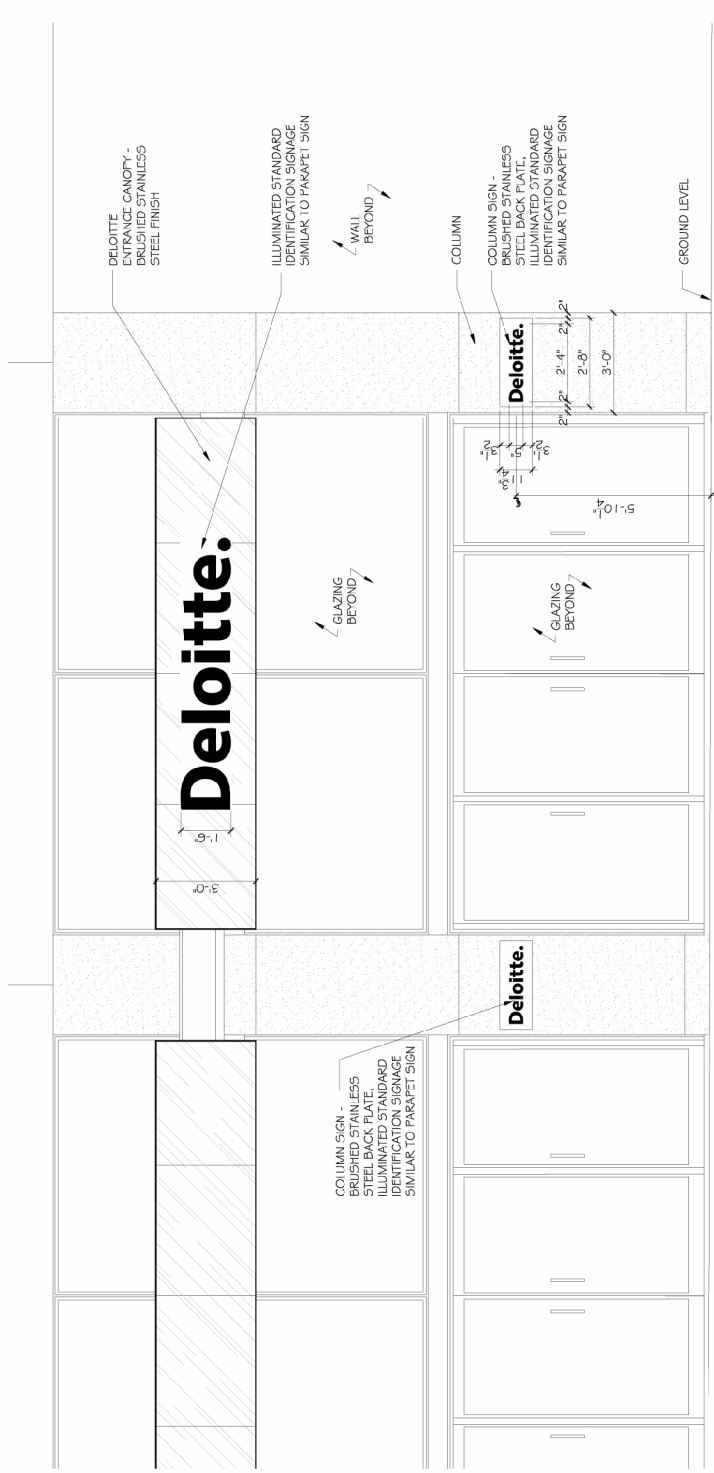
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevation & Sign Detail  
Attachment 2: Sign Detail  
Attachment 3: Elevation  
Attachment 4: Elevation

Attachment 1: Elevation & Sign Detail



**Elevation & Sign Detail**  
Applicant's Submitted Drawing  
Not to Scale  
07/04/07

**30 Wellington Street West**

File # 07\_234510

Staff report for action – Sign Variance Report – 30 Wellington Street West



### Attachment 3: Elevation



North Elevation

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#### Elevation

Applicant's Submitted Drawing

Not to Scale  
07/04/07

30 Wellington Street West

File # 07\_234510

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## Attachment 4: Elevation



South Elevation

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### Elevation

Applicant's Submitted Drawing

Not to Scale  
07/04/07

30 Wellington Street West

File # 07\_234510

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